B46 C7715-3A

AUGUST
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C.	9721	12719	76.43	1.05	1.49
(Alliance)	5291	6770	78.15	.57	.79
(Encore)	3534	4855	72.79	.38	.57
(Eagle)	896	1094	81.90	.10	.13
CHRYSLER	31795	27804	114.35	3.43	3.26
(Laser)	3751	4200	89.31	.41	.49
(Le Baron/GTS)	14472	8578	168.71	1.55	1.01
(E/NY/S AY/NPT)	13572	15026	90.32	1.47	1.76
DODGE	39374	31308	125.76	4.26	3.68
(Daytona)	3869	3394	114.00	.42	.40
(Colt/Vista/Conq)	4063	4126	98.47	.44	.48
(Omni)	8207	9820	83.57	.89	1.16
(Aries)	11743	6658	176.37	1.27	.78
(Lancer)	4628	-	-	.50	-
(600)	4080	4706	86.70	.44	.55
(Diplomat)	2784	2604	106.91	.30	.31
PLYMOUTH	29194	23467	124.40	3.15	2.76
(Colt/Vista/Conq)	3869	3680	105.14	.42	.43
(Horizon)	8842	10025	88.20	.95	1.18
(Reliant)	12925	8516	151.77	1.39	1.00
(Caravelle)	2392	-	-	.26	-
(Gran Fury)	1166	1246	93.58	.13	.15
CHRYSLER CORP.	100363	82579	121.54	10.84	9.70
FORD	93966	102110	97.90	10.80	11.98
(Escort)	32245	30095	107.13	3.50	3.53
(Tempo)	18100	20635	87.72	1.95	2.42
(LTD/Crn Vict)	24110	28267	85.29	2.60	3.32
(Mustang)	11689	11184	104.52	1.26	1.31
(T'Bird)	13822	11925	115.91	1.49	1.40
XR4 Merkur	963	-	-	.10	-
LINCOLN	13392	12311	108.78	1.45	1.45
(Mark VI & VII)	1770	1966	90.03	.20	.24
MERCURY	43823	43356	100.62	4.71	5.09
(Topaz)	4250	5798	73.30	.46	.68
(Marq/Gr Marq)	19463	21325	91.27	2.10	2.50
(Cougar)	11212	9766	114.81	1.21	1.15
(Capri)	1474	1347	109.43	.16	.16
(Lynx)	7224	5120	141.09	.78	.60
LINC/MERC DIV	57978	55667	104.15	6.26	6.54
FORD MOTOR CO.	157944	157777	100.11	17.06	18.52
BUICK	7111	7911	89.89	1.68	9.29
(Skyhawk)	7335	12628	58.09	.79	1.48
(Somerset Regal)	3402	-	-	.37	-
(Century)	21870	17694	123.60	2.36	2.08
(Regal)	10792	16282	66.28	1.17	1.91
(Riviera)	4848	3706	130.81	.52	.44
CADILLAC	27464	26275	104.53	2.97	3.08
(Cimarron)	1890	1584	119.32	.20	.19
(Eldorado)	4305	5553	88.33	.54	.65
(Seville)	2442	2676	91.26	.26	.31
CHEVROLET	142330	129984	109.50	15.36	15.28
(Chevette)	11867	13466	88.13	1.28	1.58
(Celebrity)	33689	25604	131.58	3.63	3.01
(Cavalier)	32633	33414	97.66	3.52	3.94
(Camaro)	18781	18341	102.40	2.03	2.15
(Citation)	2701	5373	50.27	.29	.63
(Corvette)	3053	2140	142.66	.33	.25
(Monte Carlo)	8389	8920	94.05	.91	1.05
OLDSMOBILE	88723	85795	103.42	9.58	10.07
(Firenza)	5120	5705	54.69	.34	.67
(Calais)	4845	-	-	.52	-
(Cutlass Ciera)	28372	21499	131.97	3.07	2.52
(Cutlass)	18721	20856	89.76	2.02	2.45
(Toronado)	2895	3388	85.45	.31	.40
PONTIAC	61127	59144	103.35	6.60	6.94
(1000)	1756	2404	73.04	.19	.28
(Sunbird)	8936	12056	74.12	.96	1.42
(Grand Am)	2119	-	-	.23	-
(6000)	15274	9623	158.72	1.65	1.13
(Bonneville)	4466	5303	84.22	.48	.62
(Firebird)	9084	9396	96.68	.98	1.10
(Fiero)	7947	8102	98.09	.86	.95
GEN MTRS CORP.	390763	380309	102.75	42.19	44.66
Misc. Domestic	36	27	111.11	-	-
Other Import	267238	218304	122.42	28.86	25.63
U.S. TOTAL	926059	851715	108.73		

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 vS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
A.M.C.	86450	121427	71.20	1.21	1.79	188752
(Alliance)	46433	62767	73.98	.65	.92	99533
(Encore)	31583	45949	68.73	.44	.68	68666
(Eagle)	8434	12711	66.43	.12	.19	20553
CHRYSLER	243646	205883	118.34	3.42	3.04	321303
(Laser)	36539	35838	102.12	.51	.53	52079
(Le Baron/GTS)	103141	65412	157.68	1.45	.97	98681
(E/NY/S AY/NPT)	103906	104633	99.31	1.46	1.54	170543
DODGE	323959	264677	122.40	4.53	3.92	406890
(Daytona)	34422	29542	116.52	.48	.44	43474
(Colt/Vista/Conq)	27835	27459	101.37	.39	.41	47168
(Omni)	91930	78123	117.67	1.28	1.16	118068
(Aries)	77162	73688	104.71	1.08	1.09	109263
(Lancer)	29836	-	-	.42	-	1499
(600)	37913	33409	96.20	.53	.58	60709
(Diplomat)	24870	16456	151.13	.35	.24	26709
PLYMOUTH	254354	212248	119.84	3.57	3.13	324253
(Colt/Vista/Conq)	26791	24481	109.44	.38	.36	42356
(Horizon)	98199	81877	119.93	1.38	1.21	124230
(Reliant)	92807	95450	97.22	1.30	1.41	134721
(Caravelle)	23834	-	-	.33	-	7668
(Gran Fury)	12723	10430	121.98	.18	.15	15278
CHRYSLER CORP.	821959	682808	120.38	11.52	10.09	1052446
FORD	913873	841115	108.62	12.81	12.43	1286004
(Escort)	272604	244486	111.50	3.83	3.61	379910
(Tempo)	192215	166624	115.36	2.69	2.46	254580
(LTD/Crn Vict)	236215	240934	98.05	3.31	3.56	361169
(Mustang)	106944	87688	121.95	1.50	1.30	135172
(T'Bird)	105895	101613	104.21	1.48	1.50	154073
XR4 Merkur	3724	-	-	.05	-	2
LINCOLN	104578	92571	112.97	1.47	1.37	144548
(Mark VI & VII)	13685	21592	63.38	.20	.32	28381
MERCURY	348981	340132	102.60	4.89	5.02	520868
(Topaz)	51481	48403	106.36	.72	.71	73991
(Marq/Gr Marq)	151817	160694	94.48	2.13	2.37	242876
(Cougar)	82189	75667	108.62	1.15	1.12	119805
(Capri)	10450	12368	84.49	.15	.18	17680
(Lynx)	53044	43000	123.36	.74	.64	66516
LINC/MERC DIV	457283	432703	105.68	6.41	6.39	665418
FORD MOTOR CO.	1371156	1274018	107.62	19.22	18.82	1951422
BUICK	573827	612674	93.66	8.04	9.05	919904
(Skyhawk)	60368	83793	72.04	.85	1.24	119600
(Somerset Regal)	60602	-	-	.85	-	11047
(Century)	145121	136106	106.62	2.02	2.00	209608
(Regal)	71071	132557	53.62	1.00	1.96	183271
(Riviera)	34771	33509	103.51	.48	.49	52257
CADILLAC	196904	202951	97.03	2.76	3.00	310257
(Cimarron)	14033	11891	118.01	.20	.18	18012
(Eldorado)	43883	44211	99.21	.61	.65	68847
(Seville)	21213	22824	92.94	.30	.34	35167
CHEVROLET	1087485	1075297	101.04	15.25	15.83	1557208
(Chevette)	81715	120114	68.03	1.15	1.77	165740
(Celebrity)	231583	218998	105.75	3.25	3.23	317220
(Cavalier)	283385	248086	114.47	3.98	3.66	372720
(Camaro)	138479	137414	100.78	1.94	2.03	198895
(Citation)	39258	66784	58.78	.55	.99	90418
(Corvette)	25804	18470	139.71	.36	.27	30400
(Monte Carlo)	74848	87705	85.34	1.05	1.30	115495
OLDSMOBILE	712571	739052	96.42	9.99	10.92	1039774
(Firenza)	36179	41269	87.67	.51	.61	60722
(Calais)	77267	-	-	1.08	-	12064
(Cutlass Ciera)	215461	172969	124.57	3.03	2.56	237977
(Cutlass)	142336	225899	63.27	2.00	3.35	301843
(Toronado)	23176	26697	86.81	.32	.39	41156
PONTIAC	500587	457190	109.17	7.02	6.90	685361
(1000)	14583	18526	78.72	.20	.27	27211
(Sunbird)	77298	84900	91.05	1.08	1.26	124127
(Grand AM)	80721	-	-	1.85	-	13858
(6000)	100697	83018	121.30	1.43	1.23	120652
(Bonneville)	34470	45944	73.43	.48	.69	54313
(Firebird)	70501	69657	101.36	.99	1.03	98858
(Fiero)	53560	67099	94.73	.89	.99	92375
GEN MTRS CORP.	3071474	3098144	99.14	43.06	45.78	4512504
Misc. Domestic	151	187	80.70	-	-	267
Other Import	1782939	1593930	111.85	24.99	23.54	2423338
U.S. TOTAL	7134159	6770514	105.37			10128729

(Memo Total) - Included in Make Total

UNITED STATES SUMMARY

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% INC	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	35372	9.84	347415	273036	127.24	11.23	10.35
Plymouth	7628	1.91	72361	51319	141.00	2.34	1.95
Ford	97226	24.31	826981	760842	108.69	26.72	28.84
Chevrolet	115460	28.87	826010	726509	113.70	26.70	27.55
G.M.C.	32122	8.03	228505	199607	114.48	7.39	7.57
IH	6668	1.67	47131	40903	115.23	1.52	1.55
Jeep Truck	12385	3.10	106935	91081	117.41	3.46	3.45
Mack/Midliner	2100	.52	20662	15138	136.49	.67	.57
Kenworth	460	.11	6874	8615	79.78	.22	.33
Peterbilt	695	.17	8057	8102	99.44	.26	.31
Daimler-Benz Corp	1525	.38	14831	11156	133.48	.48	.42
Volvo White	899	.22	8368	6266	133.55	.27	.24
Western Star	98	.02	791	345	229.28	.03	.01
Miscellaneous	8334	20.85	578498	444577	130.14	18.71	16.86
U. S. Total	400019		3093979	2637497	117.31		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	239096	108319	-	-	-	-	-	-
(Dodge 1)	176219	59212	-	-	-	-	-	-
Plymouth *	72361	-	-	-	-	-	-	-
Ford	462252	326927	-	-	-	8063	20366	9777
(Ford 2)	300691	125178	-	-	-	-	-	-
Chevrolet	453050	341837	19754	-	167	3965	6820	417
(Chev 3)	333203	128675	-	-	-	-	-	-
G.M.C.	107231	32482	3073	-	4243	3891	10051	7534
(G.M.C 4)	74505	31109	-	-	-	-	-	-
I. H.	-	-	-	-	-	16543	10906	19682
Jeep Truck	95599	11336	-	-	-	-	-	-
(Jeep 5)	95599	10074	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2719	692	17251
Kenworth	-	-	-	-	-	-	-	6874
Peterbilt	-	-	-	-	-	-	-	8057
Daimler-Benz Corp.	-	-	-	-	-	1697	1252	11942
Volvo White	-	-	-	-	-	-	973	7395
Western Star	-	-	-	-	-	-	-	791
Miscellaneous	567159	7198	2152	607	230	94	246	1312
Total	1996748	887695	24979	607	4640	36972	51306	91032
1984 Total	1418617	1036024	25842	455	2068	31907	42553	80026
1985 vs '84	140.75	85.66	96.66	133.41	224.37	115.87	120.57	113.75

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager RUD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	12294	.17	4419	.07
Chevrolet Spectrum	30481	.43	-	-
Dodge Colt	19717	.28	20286	.30
Dodge Colt Vista SW	6440	.09	4437	.07
Dodge Conquest	1679	.02	2736	.04
Plymouth Colt	18832	.26	17967	.27
Plymouth Colt Vista SW	6302	.09	4123	.06
Plymouth Conquest	1657	.02	2391	.04
XR4 Merkur	3724	.05	-	-
Total Domestic Sponsored Imports	101126	1.42	56359	.83
OTHER IMPORTS				
Isuzu	15283	.21	13316	.20
Nissan	353232	4.95	314895	4.65
Honda	356031	4.99	321567	4.75
Mazda	119112	1.67	105384	1.56
Mercedes-Benz	59867	.84	48993	.72
Mitsubishi	28591	.40	23232	.34
Renault	5421	.08	9011	.13
Subaru	101397	1.42	94766	1.40
Toyota	365657	5.13	328138	4.85
Volkswagen	125098	1.75	110809	1.64
Volvo	71256	1.00	67815	1.00
Others	181994	2.55	156004	2.30
Total Other Imports	1782939	24.99	1593930	23.54
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	1884065	26.41	1650289	24.37

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	44525	1.44	29089	1.10
OTHER IMPORTS				
Isuzu	48514	1.57	25210	.96
Nissan	172908	5.59	131415	4.98
Mazda	72826	2.35	75531	2.86
Mitsubishi	16812	.54	9192	.35
Subaru	2675	.09	3235	.12
Toyota	245087	7.92	180705	6.85
Volkswagen	12072	.39	13282	.50
Others	962	.03	2190	.08
Total Other Import Trucks	571856	18.48	440760	16.71
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	616481	19.93	469849	17.81

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	138448	4.47	126762	4.81
DODGE RAMPAGE	957	.03	6890	.26
FORD RANGER	163812	5.29	145019	5.54
GMC S15	31893	1.03	28198	1.07
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO ITS SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR BROADCASTING PROHIBITED *			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8281840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924188	2976556
(1)1984	10128729	4343398

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-85
AUGUST 1985 ISSUED 10/85
(1) REVISED 10/85

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C7715-3A

SEPTEMBER
1985

pocket summary

of registrations

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NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	SEPTEMBER		% '85 VS '84	% IND	
	1985	1984		1985	1984
A.M.C	14711	24892	59.10	1.33	2.85
(Alliance)	10234	14597	70.11	.92	1.67
(Encore)	3621	8239	43.95	.33	.94
(Eagle)	856	2056	41.63	.08	.24
CHRYSLER	40588	31004	130.91	3.67	3.55
(Laser)	5421	4255	127.40	.49	.49
(Le Baron/GTS)	14246	8305	171.54	1.29	.95
(E/NY/S AY)	20921	18444	113.43	1.89	2.11
DODGE	47168	34688	135.98	4.27	3.97
(Daytona)	5403	3495	154.59	.49	.40
(Colt/Vista/Conq)	4595	4607	99.74	.42	.53
(Omni/Shadow)	12871	10722	120.04	1.16	1.22
(Aries)	11709	7923	147.78	1.06	.91
(Lancer)	5387	2	-	.49	-
(600)	4498	5384	83.54	.41	.62
(Diplomat)	2705	2555	105.87	.24	.29
PLYMOUTH	34558	26785	129.02	3.13	3.06
(Colt/Vista/Conq)	4019	4175	96.26	.36	.48
(Horizn/Sundance)	13394	11396	117.53	1.22	1.30
(Reliant)	13299	9103	146.09	1.20	1.04
(Caravelle)	2734	637	429.20	.25	.07
(Gran Fury)	1112	1474	75.44	.10	.17
CHRYSLER CORP	122314	92477	132.26	11.07	10.58
FORD	149227	108491	137.55	13.51	12.41
(Escort)	46580	33066	140.87	4.22	3.78
(Mustang)	13297	11108	119.71	1.20	1.27
(Tempo)	29365	21741	135.07	2.66	2.49
(Taurus)	-	-	-	-	-
(LTD/Crn Vict)	42236	30899	136.69	3.82	3.53
(T'Bird)	17749	11677	152.00	1.61	1.34
LINCOLN	17495	13203	132.51	1.58	1.51
(Mark VII)	1815	1854	97.37	.16	.21
XR4 Motkar	1161	-	-	.11	-
MERCURY	59840	47814	125.15	5.41	5.47
(Lynx)	9612	5601	171.61	.87	.64
(Capri)	1778	1166	152.49	.16	.13
(Topaz)	7377	6449	114.39	.67	.74
(Sable)	-	-	-	-	-
(Marq/Gr Marq)	27842	23495	118.50	2.51	2.69
(Cougar)	13231	11103	119.17	1.20	1.27
LINC/MERC DIV	78496	61017	128.65	7.10	6.98
FORD MOTOR CO.	227723	169508	134.34	20.61	19.39
BUICK	86559	77864	111.17	7.83	8.91
(Skyhawk)	5631	11425	49.29	.51	1.31
(Somerset Regal)	10056	107	-	.91	.01
(Century)	27777	17317	160.40	2.51	1.98
(Regal)	16091	14665	109.72	1.46	1.68
(Riviera)	4115	3945	104.31	.37	.45
CADILLAC	29358	27129	108.22	2.66	3.10
(Cimarron)	2863	1804	158.70	.26	.21
(Eldorado)	4296	5761	74.57	.39	.65
(Seville)	2156	2786	77.39	.20	.32
CHEVROLET	165578	125637	131.75	14.99	14.36
(Chevette)	16586	13398	123.79	1.50	1.53
(Celebrity)	38862	22393	173.55	3.52	2.56
(Cavalier)	43229	34922	123.79	3.91	3.99
(Camaro)	20305	17179	118.18	1.84	1.96
(Corvette)	2504	2353	106.42	.23	.27
(Monte Carlo)	7778	7485	103.91	.70	.86
OLDSMOBILE	110514	77823	141.82	10.00	8.91
(Firenza)	2665	5425	49.12	.24	.62
(Calais)	15559	240	-	1.41	.03
(Cutlass Ciera)	35396	17090	207.12	3.20	1.95
(Cutlass)	25702	19079	134.71	2.33	2.18
(Toronado)	2672	3558	75.10	.24	.41
PONTIAC	89179	57931	153.94	8.07	6.63
(1000)	2417	2354	102.68	.22	.27
(Sunbird)	12835	12234	104.91	1.16	1.41
(Grand AM)	14735	114	-	1.33	.01
(6000)	16780	9100	206.37	1.70	1.04
(Bonneville)	5279	5024	124.98	.57	.57
(Firebird)	8807	8707	101.15	.80	1.00
(Fiero)	8977	7713	116.39	.81	.88
GEN MTRS CORP	481188	366484	131.30	43.55	41.91
Misc. Domestic	18	24	75.00	-	-
Other Import	259045	220905	117.27	23.44	25.27
U.S. TOTAL	1104999	874290	126.39		

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UNITED STATES SUMMARY
SEPTEMBER 1985 ISSUED 11/85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END
	1985	1984		1985	1984	1984
A.M.C	101171	146319	69.14	1.23	1.91	188752
(Alliance)	56667	77364	73.25	.69	1.01	99533
(Encore)	35204	54188	64.97	.43	.71	68666
(Eagle)	9300	14767	62.98	.11	.19	20553
CHRYSLER	284234	236887	119.99	3.45	3.10	321303
(Laser)	42020	40093	104.81	.51	.52	52079
(Le Baron/GTS)	117387	73717	159.24	1.42	.96	98681
(E/NY/5 AY)	124827	123077	101.42	1.52	1.62	170543
DODGE	371137	299365	123.97	4.50	3.91	406890
(Daytona)	39825	33037	120.55	.48	.43	43474
(Colt/Vista/Conq)	32431	32066	101.14	.39	.42	47168
(Omni/Shadow)	104801	88845	117.96	1.28	1.15	118068
(Aries)	88871	81611	108.90	1.08	1.07	109263
(Lancer)	35223	2	-	.43	-	1499
(600)	42411	44793	94.68	.51	.59	60709
(Diplomat)	27575	19011	145.05	.33	.25	26709
PLYMOUTH	288912	239033	120.87	3.51	3.13	324253
(Colt/Vista/Conq)	30810	28656	107.52	.37	.37	42356
(Horizon/Sundance)	111593	93273	119.64	1.36	1.22	124230
(Reliant)	106105	104563	101.48	1.29	1.37	134721
(Caravelle)	26558	637	-	.32	.01	7668
(Gran Fury)	13835	11904	116.22	.17	.16	15278
CHRYSLER CORP	944283	775285	121.80	11.46	10.14	1052446
FORD	1065100	943806	111.93	12.91	12.42	1286004
(Escort)	319184	277552	115.00	3.88	3.63	379910
(Mustang)	120241	98795	121.71	1.46	1.29	135172
(Tempo)	221580	188365	117.63	2.69	2.46	254680
(Taurus)	-	-	-	-	-	-
(LTD/Crn Vict)	278451	271803	102.45	3.38	3.56	361169
(T'Bird)	123644	113290	109.14	1.50	1.48	154073
LINCOLN	122073	105774	115.41	1.48	1.38	144548
(Mark VII)	15500	23456	66.08	.19	.30	28381
XR4 Markor	4885	-	-	.05	-	2
MERCURY	408821	387946	105.38	4.96	5.08	520868
(Lynx)	62656	48601	128.92	.76	.64	66516
(Capri)	12228	13534	90.35	.15	.18	17680
(Topaz)	58858	54852	107.30	.71	.72	73991
(Sable)	-	-	-	-	-	-
(Marq/Gr Marq)	173659	184189	97.54	2.18	2.40	242876
(Cougar)	95420	86770	109.97	1.16	1.14	119805
LINC/MERC DIV	535779	493720	108.52	6.50	6.46	665418
FORD MOTOR CO.	1598879	1443526	110.76	19.41	18.88	1951422
BUICK	660386	690538	95.63	8.02	9.03	919904
(Skyhawk)	65999	95218	69.31	.80	1.25	119606
(Somerset Regal)	70658	107	-	.86	-	11047
(Century)	172898	153423	112.69	2.10	2.00	203608
(Regal)	87162	147222	59.20	1.05	1.93	183271
(Riviera)	38486	37474	102.70	.47	.49	52257
CADILLAC	226262	230060	98.35	2.75	3.01	310257
(Cimarron)	16695	13595	122.81	.21	.18	18012
(Eldorado)	48159	49972	96.37	.59	.66	68847
(Seville)	23369	25610	91.25	.28	.33	25167
CHEVROLET	1253063	1201934	104.25	15.20	15.73	1557208
(Chevette)	98301	133512	73.63	1.19	1.75	165740
(Celebrity)	270445	241391	112.04	3.28	3.16	317220
(Cavalier)	327214	285008	115.62	3.97	3.70	372720
(Camaro)	158782	154593	102.71	1.93	2.02	198896
(Corvette)	28308	20823	135.95	.34	.27	30400
(Monte Carlo)	82626	95190	86.80	1.00	1.25	115495
OLDSMOBILE	823085	816975	100.75	9.99	10.69	1039774
(Firenza)	38844	46594	83.19	.47	.61	69722
(Calais)	92826	240	-	1.13	-	12064
(Cutlass Ciera)	250857	190059	131.99	3.04	2.49	237917
(Cutlass)	168638	244978	68.84	2.05	3.20	301843
(Toronado)	25848	30255	85.43	.31	.40	41106
PONTIAC	589866	525121	112.33	7.16	6.87	685361
(1000)	17000	20880	81.42	.21	.27	27211
(Sunbird)	90133	97134	92.79	1.09	1.27	124127
(Grand AM)	75456	114	-	.92	-	13858
(5000)	119477	92118	129.70	1.45	1.20	120652
(Bonneville)	40749	51968	78.41	.49	.68	64313
(Firebird)	79408	78364	101.33	.96	1.03	98868
(Fiero)	72537	74812	96.96	.88	.98	92375
GEN MTRS CORP	3552562	3456628	102.54	43.12	45.15	4512504
Misc. Domestic	179	211	84.83	-	-	267
Other Import	2041984	1814835	112.52	24.78	23.74	2423338
U.S TOTAL	8239158	7644804	107.77			10128729

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	SEPT	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	39224	10.06	386659	310223	124.63	11.10	10.36
Plymouth	6037	1.55	78398	57896	135.41	2.25	1.93
Ford	97704	25.06	924685	859520	107.58	26.54	28.71
Chevrolet	106219	27.26	932229	818635	113.88	26.78	27.33
G.M.C.	30605	7.85	259110	225904	114.70	7.44	7.54
IH	6127	1.57	53258	47912	111.16	1.53	1.60
Jeep	13005	3.34	119940	104652	114.61	3.44	3.49
Mack/Midliner	1940	.50	22602	17955	125.88	.65	.60
Kenworth	1568	.40	8442	10147	83.20	.24	.34
Peterbilt	1157	.30	9214	9123	101.00	.26	.30
Daimler-Benz Corp.	2314	.59	17205	13162	130.72	.49	.44
Volvo White	1109	.28	9477	7127	132.97	.27	.24
Western Star	78	.02	869	476	182.56	.02	.02
Miscellaneous 1	82735	21.22	661733	512230	129.19	18.99	17.10
U. S. Total	389822		3483801	2394952	116.32		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	264466	122173	-	-	-	-	-	-
(Dodge 1)	193459	66163	-	-	-	-	-	-
Plymouth *	78398	-	-	-	-	-	-	-
Ford	515025	386974	-	-	-	9049	22884	10753
(Ford 2)	334164	116074	-	-	-	-	-	-
Chevrolet	512705	384382	22238	-	191	4624	7601	488
(Chev. 3)	374469	143938	-	-	-	-	-	-
G.M.C.	122175	104892	3250	-	4597	4824	11137	8235
(G.M.C 4)	84020	35002	-	-	-	-	-	-
I.H.	-	-	-	-	-	18920	12394	21944
Jeep	107153	12787	-	-	-	-	-	-
(Jeep 5)	106601	11417	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	2952	771	18879
Kenworth	-	-	-	-	-	-	-	8442
Peterbilt	-	-	-	-	-	-	-	9214
Daimler-Benz Corp.	-	-	-	-	-	1889	1460	13856
Volvo White	-	-	-	-	-	-	1122	8355
Western Star	-	-	-	-	-	-	-	869
Miscellaneous	648214	8013	2671	674	266	131	294	1470
Total	2248136	993221	28159	674	5054	42389	57861	102505
1984 Total	1615086	1167656	28634	524	2599	18713	48801	92947
1985 vs '84	139.20	85.57	98.34	128.63	194.46	109.50	118.16	110.28

(Hemi Total)-To be included in GVW 1/2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager PUD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	14197	.17	5761	.08
Chevrolet Spectrum	34527	.42	-	-
Dodge Colt	23094	.28	23886	.31
Dodge Colt Vista SW	7462	.09	5193	.07
Dodge Conquest	1875	.02	2987	.04
Plymouth Colt	21612	.26	21162	.28
Plymouth Colt Vista SW	7341	.09	4860	.06
Plymouth Conquest	1857	.02	2634	.03
AR4 Merkur	4885	.06	-	-
Total Domestic Sponsored Imports	116850	1.42	66483	.87
OTHER IMPORTS				
Audi	57775	.70	51585	.67
BMW	66434	.81	51114	.67
Honda	398537	4.84	366940	4.80
Mazda	139233	1.69	121484	1.59
Mercedes Benz	66773	.81	55090	.72
Nissan	413118	5.01	358638	4.69
Subaru	117113	1.42	108580	1.42
Toyota	420411	5.10	378030	4.94
Volkswagen	143854	1.75	123066	1.61
Volvo	79891	.97	75249	.98
Others	136840	1.69	125059	1.64
Total Other Imports	2041984	24.78	1814835	23.74
	-		-	
GRAND TOTAL ALL IMPORT CARS	2158834	26.20	1881318	24.61

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	50475	1.45	34523	1.15
OTHER IMPORTS				
Isuzu	56071	1.61	30087	1.00
Mazda	83418	2.39	86383	2.88
Mitsubishi	18755	.54	10564	.35
Nissan	199361	5.72	146232	4.88
Subaru	3043	.09	3650	.12
Toyota	277984	7.98	213967	7.14
Volkswagen	13679	.39	14376	.48
Others	1034	.03	2531	.08
Total Other Import Trucks	653345	18.75	507790	16.95
	-		-	
GRAND TOTAL ALL IMPORT TRUCKS	703820	20.20	542313	18.11

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	152284	4.37	141641	4.73
DODGE RAMPAGE	981	.03	7732	.26
FORD RANGER	177351	5.09	165183	5.52
GMC S15	34900	1.00	31852	1.06
UNITED STATES SUMMARY	*CODE (E) FROM DEPARTMENTAL STATE ACCORDING TO R. L. POLK & COMPANY, SUPPLIER TO SUBSCRIBERS FOR INTERNAL USE RE-SALE, REPUBLISHING OR SHARING PROHIBITED *			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8261840	2397417
*1976	9751685	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356685	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(I)1984	10128729	4048998

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
© R. L. POLK & CO. R 9-85
SEPTEMBER 1985 ISSUED 11/85
(I) REVISED 10/85

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C7715-3A

OCTOBER
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	OCTOBER		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	11080	15357	72.15	1.14	1.84
(Alliance)	6672	8407	79.36	.68	1.00
(Encore)	3073	5137	59.82	.32	.62
(Eagle)	1335	1813	73.65	.14	.22
CHRYSLER	38904	30108	129.21	4.00	3.61
(Laser)	4082	4183	97.59	.42	.50
(Le Baron/GTS)	13710	8154	167.93	1.41	.98
(E/NY/S Av)	21112	17761	118.87	2.17	2.13
DODGE	42913	37341	114.92	4.41	4.47
(Daytona)	3677	3512	104.70	.38	.42
(Colt/Vista/Conq)	6381	5215	122.35	.66	.63
(Omni/Shadow)	9391	10512	89.34	.97	1.25
(Aries)	11085	10011	110.73	1.12	1.20
(Lancer)	4751	17	-	.49	-
(600)	5126	5652	90.69	.53	.68
(Diplomat)	2502	2422	103.30	.26	.29
PLYMOUTH	32366	28680	112.85	3.33	3.44
(Colt/Vista/Conq)	5455	4756	114.70	.56	.57
(Horizn/Sundance)	10284	10372	99.15	1.06	1.24
(Reliant)	12218	10728	113.89	1.26	1.29
(Caravelle)	3438	1663	206.73	.35	.20
(Gran Fury)	971	1161	83.63	.10	.14
CHRYSLER CORP	114183	96129	118.78	11.74	11.52
FORD	119039	114181	104.25	12.23	13.68
(Escort)	38722	34268	113.00	3.96	4.11
(Mustang)	13099	11552	113.39	1.35	1.38
(Tempo)	23234	21178	109.71	2.39	2.54
(Taurus)	1	-	-	-	-
(LTD/Crn Vict)	30988	33639	92.12	3.19	4.03
(T'Bird)	12995	13544	95.95	1.34	1.62
LINCOLN	14830	13028	113.83	1.52	1.56
(Mark VII)	1852	1689	109.65	.19	.20
XR4 Marker	1310	-	-	.13	-
MERCURY	44850	46087	97.32	4.62	5.53
(Lynx)	8342	6179	135.01	.86	.74
(Capri)	1376	1147	119.97	.14	.14
(Topaz)	6418	6313	101.66	.66	.76
(Sable)	-	-	-	-	-
(Marq/Gr Marq)	20047	20904	95.90	2.07	2.51
(Cougar)	8667	11544	75.08	.89	1.38
LINC/MERC DIV	60990	59115	103.17	6.27	7.09
FORD MOTOR CO.	180029	173296	103.89	18.50	20.77
BUICK	76463	78428	97.49	7.86	9.40
(Skyhawk)	6567	9026	72.76	.67	1.08
(Somerset Regal)	7662	1845	415.28	.79	.22
(Century)	24241	19023	127.43	2.49	2.28
(Regal)	12645	13503	93.65	1.30	1.62
(Riviera)	4472	4768	93.79	.46	.57
CADILLAC	28557	25942	110.08	2.94	3.11
(Cimarron)	2410	1675	143.88	.25	.20
(Eldorado)	4863	6130	79.33	.50	.74
(Seville)	2358	3023	78.00	.24	.36
CHEVROLET	143545	121244	118.48	14.76	14.54
(Chevette)	13502	11014	122.59	1.39	1.32
(Celebrity)	30678	24300	126.25	3.15	2.91
(Cavalier)	31362	31459	99.69	3.22	3.78
(Camaro)	15294	14523	112.19	1.57	1.74
(Corvette)	3304	2926	112.92	.34	.35
(Monte Carlo)	10285	7085	145.17	1.05	.85
OLDSMOBILE	93396	71965	129.78	9.60	8.63
(Firenza)	3432	4906	69.96	.35	.59
(Calais)	11288	1693	666.75	1.16	.20
(Cutlass Ciera)	29672	14277	207.83	3.06	1.71
(Cutlass)	21002	19055	110.22	2.16	2.29
(Toronado)	3047	3856	79.02	.31	.46
PONTIAC	73750	54896	134.34	7.58	6.58
(1000)	2273	2070	109.81	.23	.25
(Sunbird)	9019	9566	94.28	.93	1.15
(Grand AM)	12985	2535	512.63	1.33	.30
(6000)	16781	9814	170.99	1.72	1.18
(Bonneville)	5215	4678	111.48	.54	.56
(Firebird)	7322	6580	111.28	.75	.79
(Fiero)	7457	6776	110.05	.77	.81
GEN MTRS CORP	415811	352475	117.97	42.74	42.26
Misc. Domestic	13	24	54.17	-	-
Other Import	251812	197019	127.81	25.88	23.61
U.S. TOTAL	972928	834300	116.62		

UNITED STATES SUMMARY
OCTOBER 1985 ISSUED 12/85

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R. 9-85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% CHG VS '84	% IND		YEAR END 1984
	1985	1984		1985	1984	
AMC	112251	161676	69.43	1.22	1.91	188752
(Alliance)	63339	85771	73.85	.68	1.01	99535
(Encore)	38277	59325	64.52	.42	.70	58666
(Eagle)	10635	16580	64.14	.12	.20	20553
CHRYSLER	323138	266995	121.03	3.51	3.15	321303
(Laser)	46102	44276	104.12	.50	.52	52079
(Le Baron/GTS)	131097	81881	160.11	1.42	.97	98681
(E/NY/S AV)	145939	140838	103.62	1.59	1.66	170547
DODGE	414050	336706	122.97	4.49	3.97	406890
(Daytona)	43502	36549	119.02	.47	.43	43474
(Colt/Vista/Conq)	38812	37281	104.11	.42	.44	47168
(Omni/Shadow)	114192	98357	114.93	1.23	1.18	118068
(Aries)	99956	91622	109.10	1.09	1.08	103263
(Lancer)	39974	19	-	.43	-	1499
(600)	47537	50445	94.24	.52	.59	60709
(Diplomat)	30077	21433	140.33	.33	.25	26709
PLYMOUTH	321278	267713	120.01	3.49	3.16	324253
(Colt/Vista/Conq)	36265	33412	108.54	.39	.39	42356
(Horizn/Sundance)	121877	103645	117.59	1.33	1.22	124230
(Reliant)	118324	115291	102.63	1.28	1.37	134721
(Caravelle)	30006	2300	-	.33	.03	7668
(Gran Fury)	14806	13065	113.33	.16	.15	15278
CHRYSLER CORP	1058466	871414	121.47	11.49	10.28	1052446
FORD	1182139	1053987	111.10	12.83	12.55	1286004
(Escort)	357906	311820	114.78	3.88	3.68	379910
(Mustang)	133340	110348	120.84	1.45	1.30	136172
(Tempo)	244814	209543	116.83	2.66	2.47	254680
(Taurus)	1	-	-	-	-	-
(LTD/Crn Vict)	309439	305442	101.31	3.36	3.60	361169
(T'Bird)	136639	126834	107.73	1.48	1.50	154073
LINCOLN	136903	118802	115.24	1.49	1.40	144548
(Mark VII)	17352	25145	69.01	.19	.30	28381
XR4 Merkur	6195	-	-	.07	-	2
MERCURY	453671	434033	104.52	4.92	5.12	520868
(Lynx)	70998	54780	129.61	.77	.65	66516
(Capri)	13604	14681	92.66	.15	.17	17680
(Topaz)	65276	61165	106.72	.71	.72	73991
(Sable)	-	-	-	-	-	-
(Marq/Gr Marq)	199706	205093	97.37	2.16	2.42	242876
(Cougar)	104087	98314	105.87	1.13	1.16	119805
LINC/MERC DIV	596769	552835	107.95	6.48	6.52	665418
FORD MOTOR CO	1778908	1616822	110.02	19.31	19.07	1951422
BUICK	736849	768966	95.82	8.00	9.07	919904
(Skyhawk)	72566	104244	69.61	.79	1.23	119606
(Somerset Regal)	78320	1952	-	.85	.02	11047
(Century)	197139	172446	114.32	2.14	2.03	209608
(Regal)	99807	160725	62.10	1.08	1.90	183271
(Riviera)	42958	42242	101.69	.47	.50	52257
CADILLAC	254819	256002	99.54	2.77	3.02	310257
(Cimarron)	19306	15370	125.61	.21	.18	18012
(Eldorado)	53022	56102	94.51	.58	.66	68847
(Seville)	25727	28633	89.85	.28	.34	35167
CHEVROLET	1396708	1323178	105.56	15.16	15.60	1557208
(Chevette)	111803	144526	77.36	1.21	1.70	155740
(Celebrity)	301123	265591	113.34	3.27	3.13	317220
(Cavalier)	358576	314467	114.03	3.90	3.71	372720
(Camaro)	175076	169116	103.52	1.90	1.99	198836
(Corvette)	31612	23749	133.11	.34	.28	30400
(Monte Carlo)	92911	102275	90.84	1.01	1.21	115495
OLDSMOBILE	916481	888940	103.10	9.95	10.48	1039774
(Firenza)	42276	51600	81.93	.46	.61	60722
(Calais)	104114	1933	-	1.13	.02	12054
(Cutlass Ciera)	280529	204336	137.29	3.05	2.41	237977
(Cutlass)	189640	264033	71.82	2.06	3.11	301843
(Toronado)	28895	34111	84.71	.31	.40	41106
PONTIAC	663616	580017	114.41	7.20	6.84	685361
(1000)	19273	22950	83.98	.21	.27	27211
(Sunbird)	99152	106700	92.93	1.08	1.26	124127
(Grand AM)	88441	2647	-	.96	.03	13858
(6000)	136258	101932	133.68	1.47	1.20	120652
(Bonneville)	45964	55646	81.14	.50	.67	64313
(Firebird)	86730	84344	102.10	.94	1.00	98868
(Fiero)	79994	81588	98.05	.87	.96	92375
GEN MTRS CORP	3368473	3817103	103.97	43.06	45.01	4512504
Misc. Domestic	132	235	81.70	-	-	261
Other Import	2293796	2011846	114.01	24.90	23.73	2423338
U.S TOTAL	9212086	8479096	108.64			10128729

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	OCT	% INC	YEAR TO DATE		% '85 vs '84	% INC	
	1985		1985	1984		1985	1984
Dodge	40093	9.93	426738	347733	122.72	10.98	10.40
Plymouth	8606	2.13	87004	64739	134.39	2.24	1.94
Ford	101246	25.07	1025431	958873	106.94	26.39	28.65
Chevrolet	114235	28.31	1046484	910046	114.99	26.92	27.21
G.M.C	31899	7.90	291009	253389	114.85	7.49	7.58
IH	7210	1.79	60468	54637	110.68	1.56	1.63
Jeep	17654	4.37	137594	118556	116.06	3.54	3.54
Mack/Midliner	1836	.45	24438	20650	118.34	.63	.62
Kenworth	1063	.26	9505	11248	84.50	.24	.34
Peterbilt	937	.23	10151	10353	98.05	.26	.31
Daimler-Benz Corp.	1640	.41	18845	15184	124.11	.48	.45
Volvo White	1026	.25	10503	8015	131.04	.27	.24
Western Star	83	.02	952	546	174.36	.02	.02
Miscellaneous	76254	18.88	737987	570805	129.29	18.98	17.01
U. S. Total	403788		3887589	3344769	116.23		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	290912	135826	-	-	-	-	-	-
(Dodge 1)	213771	73426	-	-	-	-	-	-
Plymouth *	87004	-	-	-	-	-	-	-
Ford	570746	407683	-	-	-	9940	25640	11922
(Ford 2)	374378	128199	-	-	-	-	-	-
Chevrolet	578232	428616	24551	-	223	5548	8729	565
(Chev 3)	426020	160538	-	-	-	-	-	-
G.M.C.	137852	117564	3409	-	4906	5635	12389	9254
(G.M.C 4)	95617	39133	-	-	-	-	-	-
I.H	-	-	-	-	-	21559	14047	24862
Jeep	122413	15181	-	-	-	-	-	-
(Jeep 5)	120093	13634	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	3170	832	20416
Kenworth	-	-	-	-	-	-	-	9505
Peterbilt	-	-	-	-	-	-	-	10151
Daimler-Benz Corp.	-	-	-	-	-	2092	1597	15156
Volvo White	-	-	-	-	-	-	1242	9261
Western Star	-	-	-	-	-	-	-	952
Miscellaneous	722724	8885	3156	760	325	159	348	1630
Total	2509883	1113755	31116	760	5454	48103	64844	113674
1984 Total	1802551	1303203	30898	596	3290	43807	54986	105438
1985 vs '84	139.24	85.46	100.71	127.52	165.78	109.81	117.93	107.81

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager FWD
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	18451	.20	7101	.08
Chevrolet Spectrum	39862	.43	-	-
Dodge Colt	27942	.30	27947	.33
Dodge Colt Vista SW	8766	.10	6080	.07
Dodge Conquest	2104	.02	3254	.04
Plymouth Colt	25670	.28	24848	.29
Plymouth Colt Vista SW	8515	.09	5663	.07
Plymouth Conquest	2080	.02	2901	.03
XR4 Merkur	6195	.07	-	-
Total Domestic Sponsored Imports	139585	1.52	77794	.92
OTHER IMPORTS				
Audi	64152	.70	57870	.68
BMW	75203	.82	56515	.67
Honda	438145	4.76	407325	4.80
Mazda	159380	1.73	136567	1.61
Mercedes Benz	73434	.80	60843	.72
Nissan	469671	5.10	397945	4.69
Subaru	135251	1.47	121990	1.44
Toyota	470463	5.11	418550	4.94
Volkswagen	162844	1.77	133481	1.57
Volvo	88470	.96	81569	.96
Others	156983	1.70	139191	1.64
Total Other Imports	2293796	24.90	2011846	23.73
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	2433381	26.42	2089640	24.64

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	57009	1.47	40320	1.21
OTHER IMPORTS				
Isuzu	62708	1.61	33903	1.01
Mazda	94571	2.43	96758	2.89
Mitsubishi	21077	.54	12215	.37
Nissan	223631	5.75	161596	4.83
Subaru	3460	.09	4057	.12
Toyota	306691	7.89	239076	7.15
Volkswagen	15265	.39	15465	.46
Others	1095	.03	2795	.08
Total Other Import Trucks	728498	18.74	565865	16.92
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	785507	20.21	606185	18.12

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	170591	4.39	156977	4.69
DODGE RAMPAGE	992	.03	8458	.25
FORD RANGER	195225	5.02	183858	5.50
GMC S15	38985	1.00	35478	1.06
UNITED STATES SUMMARY				

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE - RESALE, REPUBLISHING OR SHARING PROHIBITED"

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8261840	2397417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3903340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754142	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 9-85
OCTOBER 1985 ISSUED 12/85
(1) REVISED 10/85

2/3/86

NOVEMBER
1985

C7715-34

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	NOVEMBER		% '85 VS '84	% IND	
	1985	1984		1985	1984
AMC	8090	14608	55.38	1.05	1.79
(Alliance)	5029	7541	66.69	.65	.93
(Encore)	1665	5329	31.24	.22	.65
(Eagle)	1396	1738	80.32	.18	.21
CHRYSLER	22766	27675	82.26	2.94	3.39
(Laser)	2113	3925	53.83	.27	.48
(Le Baron/GTS)	10395	8217	126.51	1.34	1.01
(E/NY/S AY)	10258	15533	66.04	1.33	1.90
DODGE	29042	36930	78.64	3.76	4.52
(Daytona)	2203	3590	61.36	.28	.44
(Colt/Vista/Conq)	6242	5416	115.25	.81	.66
(Omni/Shadow)	5476	9957	55.00	.71	1.23
(Aries)	6363	9822	64.78	.82	1.20
(Lancer)	3441	339		.45	.04
(600)	3537	5252	67.35	.46	.64
(Diplomat)	1780	2554	69.69	.23	.31
PLYMOUTH	22508	29471	76.37	2.91	3.61
(Colt/Vista/Conq)	5815	4700	123.72	.75	.58
(Horizn/Sundance)	5675	10688	53.10	.73	1.31
(Reliant)	7747	10428	74.29	1.00	1.28
(Caravelle)	2598	2490	104.34	.34	.30
(Gran Fury)	673	1165	57.77	.09	.14
CHRYSLER CORP	74316	94076	79.00	9.61	11.52
FORD	84527	110726	76.34	10.94	13.56
(Escort)	30545	34555	88.40	3.95	4.23
(Mustang)	11333	12318	92.00	1.47	1.51
(Tempo)	15432	21706	71.10	2.00	2.66
(Taurus)	6	-	-	-	-
(LTD/Crn Vict)	18417	29088	63.31	2.38	3.56
(T'Bird)	8794	13059	67.34	1.14	1.60
LINCOLN	11933	12339	96.71	1.54	1.51
(Mark VII)	1375	1489	92.34	.17	.18
XR4 Merkur	904	-	-	.12	-
MERKURY	29069	43998	66.07	3.76	5.39
(Lynx)	5696	6155	92.54	.74	.75
(Capri)	910	1378	66.04	.12	.17
(Topaz)	4047	6435	62.89	.52	.79
(Sable)	1	-	-	-	-
(Marq/Gr Marq)	12050	19162	62.88	1.56	2.35
(Cougar)	6365	10868	58.57	.82	1.33
LINC/MERC DIV	41906	56337	74.38	5.42	6.90
FORD MOTOR CO	126433	167063	75.68	16.36	20.46
BUICK	54616	75707	72.14	7.07	9.27
(Skyhawk)	5301	8152	65.03	.69	1.00
(Somerset Regal)	7200	4237	169.93	.93	.52
(Century)	17349	18334	94.62	2.25	2.25
(Regal)	7350	11858	61.98	.95	1.45
(Riviera)	3481	5080	68.52	.45	.62
CADILLAC	21081	26993	78.10	2.73	3.31
(Cimarron)	1418	1395	101.65	.18	.17
(Eldorado)	4123	6455	63.87	.54	.80
(Seville)	2214	3219	68.78	.29	.39
CHEVROLET	120751	115362	104.67	15.62	14.15
(Chevette)	8071	10102	79.90	1.04	1.24
(Celebrity)	26801	26164	102.43	3.47	3.20
(Cavalier)	26402	27979	94.36	3.42	3.45
(Camaro)	12521	14431	86.76	1.62	1.77
(Corvette)	3044	3211	94.80	.39	.39
(Monte Carlo)	9295	5851	135.67	1.20	.84
OLDSMOBILE	71683	73517	97.51	9.27	9.00
(Firenza)	3145	4710	66.77	.41	.58
(Calais)	9339	4356	215.28	1.22	.53
(Cutlass Ciera)	22953	15700	146.20	2.96	1.92
(Cutlass)	14133	18825	75.08	1.83	2.30
(Toronado)	2311	3584	64.48	.30	.44
PONTIAC	57470	52189	110.12	7.43	6.39
(1000)	1448	2012	71.97	.19	.25
(Sunbird)	6881	8846	77.79	.89	1.07
(Grand AM)	13215	5057	261.32	1.70	.62
(6000)	12423	8695	142.88	1.61	1.07
(Bonneville)	3216	3754	87.27	.42	.46
(Firebird)	6547	7002	93.50	.85	.86
(Fiero)	5464	5945	91.89	.71	.73
GEN MTRS CORP	325601	343775	94.71	42.12	42.12
Misc. Domestic	54	19	178.95	-	-
Other Import	236568	195873	121.18	30.86	24.11
U.S TOTAL	773042	816414	94.69		

UNITED STATES SUMMARY
NOVEMBER 1985 ISSUED 01/86

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R 9-85

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '85 VS '84	% IND		YEAR END
	1985	1984		1985	1984	1984
A.M.C.	120341	176284	68.27	1.21	1.90	188752
(Alliance)	68368	93312	73.27	.69	1.00	99533
(Encore)	39942	64654	61.78	.40	.70	68666
(Eagle)	12031	18318	65.68	.12	.20	20553
CHRYSLER	345901	294670	117.39	3.46	3.17	321303
(Laser)	48215	48201	100.03	.48	.52	52079
(Le Baron/GTS)	141492	90098	157.04	1.42	.97	98681
(E/NY/S RV)	156194	156371	99.89	1.56	1.68	170543
DODGE	443092	373636	118.59	4.44	4.02	405890
(Daytona)	45705	40139	113.87	.46	.43	43474
(Colt/Vista/Conq)	45054	42697	105.52	.45	.46	47168
(Omni/Shadow)	119668	109314	109.47	1.21	1.18	118068
(Aries)	106319	101444	104.81	1.06	1.09	109263
(Lancer)	43415	358	-	.43	-	1489
(600)	51074	55697	91.70	.51	.60	60709
(Diplomat)	31857	23987	132.81	.32	.26	26709
PLYMOUTH	343786	297184	115.68	3.44	3.20	324253
(Colt/Vista/Conq)	42080	38112	110.41	.42	.41	42356
(Horizn/Sundance)	127552	114333	111.56	1.27	1.23	124330
(Reliant)	126071	125719	100.28	1.26	1.36	134721
(Caravelle)	32604	4790	680.67	.33	.05	7668
(Gran Fury)	15479	14230	108.78	.16	.15	15278
CHRYSLER CORP.	1132779	965490	117.33	11.34	10.39	1052446
FORD	1266608	1174713	107.82	12.68	12.64	1286004
(Escort)	388441	346375	112.14	3.88	3.73	379910
(Mustang)	144673	122666	117.94	1.45	1.32	136172
(Tempo)	260220	231249	112.53	2.61	2.49	254680
(Taurus)	7	-	-	-	-	-
(LTD/Crn Vict)	327834	334530	98.00	3.28	3.60	361169
(T'Bird)	145433	139893	103.96	1.46	1.50	154073
LINCOLN	148804	131141	113.47	1.49	1.41	144548
(Mark VII)	18720	26634	70.29	.19	.29	28381
REMAINDER	7099	-	-	.07	-	2
MERCURY	482739	478031	100.98	4.84	5.14	520868
(Lynx)	76694	60935	125.86	.77	.66	66516
(Capri)	14513	16059	90.37	.15	.17	17680
(Topaz)	69323	67600	102.55	.69	.73	73991
(Sable)	1	-	-	-	-	-
(Marq/Gr Marq)	211756	224255	94.43	2.12	2.41	242876
(Cougar)	110452	109182	101.16	1.11	1.17	119805
LINC/MERC DIV.	638642	609172	104.84	6.40	6.55	665418
FORD MOTOR CO.	1905250	1783885	106.80	19.08	19.19	1951422
BUICK	791455	844673	93.70	7.93	9.09	919904
(Skyhawk)	77867	112396	69.28	.78	1.21	119606
(Somerset Regal)	85520	5189	-	.86	.07	11047
(Century)	214488	190840	112.39	2.15	2.05	209608
(Regal)	107157	172583	62.09	1.07	1.86	183271
(Riviera)	46439	47322	98.13	.47	.51	52257
CADILLAC	275895	282995	97.49	2.76	3.04	310257
(Cimarron)	20724	16765	123.61	.21	.18	18012
(Eldorado)	57145	62557	91.35	.57	.67	68847
(Seville)	27941	31852	87.72	.28	.34	35167
CHEVROLET	1517452	1438547	105.49	15.20	15.48	1557208
(Chevette)	119874	154628	77.52	1.20	1.66	165740
(Celebrity)	327924	291855	112.36	3.28	3.14	317220
(Cavalier)	384977	342446	112.42	3.86	3.70	372720
(Camaro)	187597	183547	102.21	1.88	1.97	198896
(Corvette)	34656	26960	128.55	.35	.29	30400
(Monte Carlo)	102206	109126	93.66	1.02	1.17	115495
OLDSMOBILE	988162	962457	102.67	9.90	10.35	1039774
(Firenza)	45421	56310	80.66	.45	.61	60722
(Calais)	113513	6239	-	1.14	.07	12064
(Cutlass Ciera)	303482	220036	137.92	3.05	2.37	237977
(Cutlass)	203773	282858	72.04	2.04	3.03	301843
(Toronado)	31206	37695	82.79	.31	.41	41106
PONTIAC	721084	632206	114.06	7.22	6.80	685361
(1000)	20721	24962	83.01	.21	.27	27211
(Sunbird)	106033	115546	91.77	1.06	1.24	124127
(Grand AM)	101656	7704	-	1.02	.08	13858
(6000)	148679	110627	134.40	1.49	1.19	120652
(Bonneville)	49240	60400	81.52	.49	.65	64313
(Firebird)	93271	91946	101.45	.93	.99	98868
(Fiero)	85458	87534	97.63	.86	.94	92375
GEN. MTRS CORP.	4294058	4160878	103.20	43.01	44.76	4512504
Misc. Domestic	226	254	88.98	-	-	267
Other Import	2532317	2208719	114.65	25.36	23.76	2423338
U.S TOTAL	9984971	9295510	107.42			10128729

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	NOV	% IND	YEAR TO DATE		% '85 VS '84	% IND	
	1985		1985	1984		1985	1984
Dodge	32116	8.74	458742	385596	118.97	10.78	10.46
Plymouth	7672	2.09	94676	72018	131.35	2.23	1.96
Ford	104197	28.38	1123795	1060437	105.54	26.56	28.77
Chevrolet	100198	27.28	1146069	996931	114.96	26.94	27.04
G.M.C.	27521	7.49	318389	278722	114.23	7.49	7.56
IH	5831	1.59	66238	61052	108.49	1.56	1.66
Jeep	20068	5.46	157661	133172	118.39	3.71	3.61
Mack/Midliner	1855	.50	26272	23173	113.37	.62	.63
Kenworth	995	.27	10493	12313	85.22	.25	.33
Peterbilt	908	.25	11057	11676	94.70	.26	.32
Daimler-Benz Corp.	1621	.44	20445	16922	120.82	.48	.46
Volvo White	1015	.28	11511	8922	129.02	.27	.24
Western Star	87	.02	1039	616	168.67	.02	.02
Miscellaneous	63130	17.21	801145	624630	128.26	18.83	16.94
U. S. Total	367270		4253532	3686240	115.39		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-25	GVW 7 26-33	GVW 8 33 & OVER
Dodge	311655	147086	-	-	-	-	-	-
(Dodge 1)	230428	79147	-	-	-	-	-	-
Plymouth *	94676	-	-	-	-	-	-	-
Ford	633306	444834	-	-	-	10736	27905	12954
(Ford 2)	424676	140126	-	-	-	-	-	-
Chevrolet	640371	462142	26621	-	254	6381	9673	617
(Chev 3)	478929	173350	-	-	-	-	-	-
G.M.C.	152200	127936	3591	-	5183	6249	13513	10117
(G.M.C 4)	107551	42465	-	-	-	-	-	-
I.H.	-	-	-	-	-	23665	15434	27139
Jeep	140483	17168	-	-	-	-	-	-
(Jeep 5)	135302	15466	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	3391	914	21967
Kenworth	-	-	-	-	-	-	-	10493
Peterbilt	-	-	-	-	-	-	-	11057
Daimler-Benz Corp.	-	-	-	-	-	2237	1774	16434
Volvo White	-	-	-	-	-	-	1328	10183
Western Star	-	-	-	-	-	-	-	1039
Miscellaneous	78409R	9897	5623	809	399	179	390	1750
Total	2756800	1208663	33835	809	5836	52908	70931	123750
1984 Total	1985239	1436061	33423	644	3870	48858	60703	117436
1985 vs '84	139.00	84.05	101.23	125.62	150.80	108.29	116.85	105.38

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Ram Vans, Ramcharger, Ram 50 Rampage, Caravan and Ram Wagon

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager FWD

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records used for compiling Oklahoma in 1985 and New York and Oklahoma in 1984

REGISTRATIONS FOR THE STATE OF NEW YORK ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	23881	.24	8252	.09
Chevrolet Spectrum	45639	.46	341	-
Dodge Colt	32718	.33	32221	.35
Dodge Colt Vista SW	10001	.10	6944	.07
Dodge Conquest	2335	.02	3532	.04
Plymouth Colt	30087	.30	28447	.31
Plymouth Colt Vista SW	9675	.10	6503	.07
Plymouth Conquest	2316	.02	3162	.03
XR4 Merkur	7099	.07	-	-
Total Domestic Sponsored Imports	163753	1.64	89402	.96
OTHER IMPORTS				
Audi	70011	.70	63592	.68
BMW	81557	.82	62287	.67
Honda	483883	4.85	448508	4.82
Mazda	178988	1.79	150482	1.62
Mercedes Benz	79076	.79	67256	.72
Nissan	519327	5.20	437560	4.71
Subaru	150869	1.51	133503	1.44
Toyota	519228	5.20	460325	4.95
Volkswagen	178375	1.79	143302	1.54
Volvo	96745	.97	88237	.95
Others	174258	1.75	153667	1.65
Total Other Imports	2532317	25.36	2208719	23.76
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	2696070	27.00	2298121	24.72

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	62454	1.47	45346	1.23
OTHER IMPORTS				
Isuzu	68647	1.61	36653	.99
Mazda	104133	2.45	105970	2.87
Mitsubishi	23674	.56	14015	.38
Nissan	239118	5.62	176661	4.79
Subaru	3785	.09	4412	.12
Toyota	333415	7.84	261781	7.10
Volkswagen	16456	.39	16522	.45
Others	1350	.03	3070	.08
Total Other Import Trucks	790578	18.59	619084	16.79
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	853032	20.05	664430	18.02

NEW DOMESTIC LIGHT TRUCKS (0-6,000 LBS)

CHEVROLET S10	189536	4.46	172090	4.67
DODGE RAMPAGE	1004	.02	8988	.24
FORD RANGER	219867	5.17	202906	5.50
GMC S15	43397	1.02	38882	1.05
UNITED STATES SUMMARY				

*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.-

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1975	8261840	2197417
*1976	9751485	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2876556
(1)1984	10128729	4048928

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 9-85
NOVEMBER 1985 ISSUED 01/86
(1) REVISED 10/85

4

C 7715-3A

DECEMBER
1985

pocket summary

of registrations

new cars

new trucks

COURTESY OF

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POLK STATISTICS

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	DECEMBER		% OF 12 MO	% INC	
	1985	1984		1985	1984
AMC	4,97	2,46	2.48	8%	1.50
(Alliance)	1,80	922	73.40	5%	.75
(Encore)	1,34	662	34.70	1%	.48
(Eagle)	1,82	882	34.70	4%	.27
CHRYSLER	3,42	1,63	4.61	2.81	1.20
(Laser)	1,48	1,07	4.61	2.38	.47
(LeBaron/GTS)	1,04	55	4.61	1.42	1.03
(New Yorker)	89	50	4.61	1.78	1.70
DODGE	3,11	1,51	4.61	1.06	1.59
(Daytona)	1,01	51	4.61	1.96	.50
(400/Vista/Conq)	1,04	50	4.61	1.96	.54
(Omni/Charger)	1,06	50	4.61	1.96	1.04
(Omni)	1,04	50	4.61	1.96	.54
(Lancer)	1,04	50	4.61	1.96	.54
(600)	1,04	50	4.61	1.96	.54
(Diplomat)	1,04	50	4.61	1.96	.54
PLYMOUTH	3,11	1,51	4.61	1.06	1.60
(Colt/Vista/Conq)	1,04	50	4.61	1.96	.54
(Horizon/Turismo)	1,04	50	4.61	1.96	1.08
(Reliant)	1,04	50	4.61	1.96	1.08
(Caravelle)	1,04	50	4.61	1.96	.54
(Gran Fury)	1,04	50	4.61	1.96	.54
CHRYSLER CORP	10,54	5,16	4.61	1.96	5,44
FORD	7,76	3,76	4.61	1.96	4,00
(Escort)	4,03	1,95	4.61	1.96	2,08
(Mustang)	1,62	78	4.61	1.96	.84
(Tempo)	1,81	87	4.61	1.96	.94
(Taurus)	1,29	62	4.61	1.96	.67
(Thunderbird)	3,20	1,55	4.61	1.96	1,65
(Mark VII)	1,30	63	4.61	1.96	.67
LINCOLN	1,61	78	4.61	1.96	.83
(Mark VII)	1,21	58	4.61	1.96	.63
XR4 Motors	1,21	58	4.61	1.96	.63
MERCURY	5,14	2,49	4.61	1.96	2,65
(Lynx)	1,57	76	4.61	1.96	.81
(Marquis)	1,19	57	4.61	1.96	.62
(Sable)	1,77	85	4.61	1.96	.92
(Capri)			4.61	1.96	
(Merkur XR4Ti)	2,24	1,08	4.61	1.96	1,16
(Cougar)	1,27	61	4.61	1.96	.66
LINC/MERC DIV	8,75	4,24	4.61	1.96	4,51
FORD MOTOR CO	24,11	11,68	4.61	1.96	12,43
BUICK	5,03	2,43	4.61	1.96	2,60
(Skyhawk)	1,87	90	4.61	1.96	.97
(Somerset Regal)	1,58	76	4.61	1.96	.82
(Century)	2,26	1,09	4.61	1.96	1,17
(Regal)	1,28	62	4.61	1.96	.66
(Riviera)	1,54	74	4.61	1.96	.80
CADILLAC	3,27	1,58	4.61	1.96	1,69
(Cimarron)	1,15	55	4.61	1.96	.59
(Eldorado)	1,15	55	4.61	1.96	.59
(Seville)	1,40	67	4.61	1.96	.72
CHEVROLET	14,25	6,89	4.61	1.96	7,36
(Chevette)	1,55	74	4.61	1.96	.80
(Cavalier)	3,04	1,46	4.61	1.96	1,57
(Sprint)	1,64	79	4.61	1.96	.85
(Camaro)	1,64	79	4.61	1.96	.85
(Corvette)	1,41	68	4.61	1.96	.73
(Monte Carlo)	1,78	86	4.61	1.96	.92
OLDSMOBILE	4,28	2,07	4.61	1.96	2,21
(Firenza)	1,51	73	4.61	1.96	.78
(Calais)	1,69	82	4.61	1.96	.87
(Cutlass Ciera)	2,15	1,04	4.61	1.96	1,11
(Cutlass)	1,28	62	4.61	1.96	.66
(Toronado)	1,41	68	4.61	1.96	.73
PONTIAC	5,38	2,60	4.61	1.96	2,78
(1000)	1,07	52	4.61	1.96	.55
(Sunbird)	1,03	50	4.61	1.96	.53
(Grand Am)	1,74	84	4.61	1.96	.90
(6000)	1,40	68	4.61	1.96	.72
(Bonneville)	1,43	69	4.61	1.96	.74
(Fiero)	1,81	87	4.61	1.96	.94
(J2K)	1,90	92	4.61	1.96	.98
GEN MTRS CORP	14,19	6,86	4.61	1.96	7,33
(Misc Domestic)					
(Misc Foreign)	15,75	7,61	4.61	1.96	8,14
U S TOTAL					

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% OF MARKET	% INC		YEAR END 1984
	1985	1984		1985	1984	
AMC						188752
(Passenger)						59533
(Jeep)						58666
(Eagle)						20513
CHRYSLER						321303
(Imp)						52079
(LeBaron GTS)						9868
(New Yorker)						17054
DODGE						406890
(Ramcharger)						41474
(Mini-Ramcharger)						9168
(Mini-Charger)						18068
(Aries)						59263
(Omni)						1499
(600)						60709
(Diplomat)						26709
PLYMOUTH						324253
(Sport Voyager)						42356
(Mini-Ramcharger)						24230
(Reliant)						134721
(Caravelle)						7666
(Gran Fury)						15278
CHRYSLER CORP						1252445
FORD						1280004
(Escort)						174910
(Mustang)						135172
(Tempo)						254680
(Taurus)						
(LTD/Crown Vict)						181164
(Bronc)						154073
LINCOLN						144546
(Mark VII)						28369
YUGO/KOMAI						
MERCURY						520866
(Lynx)						66515
(Capri)						17680
(Topaz)						71995
(Sable)						
(Marquis Maxi)						242876
(Cougar)						119805
LINC/MERC DIV						665418
FORD MOTOR CO						1351422
BUICK						418404
(Skyhawk)						115805
(Somerset Regal)						31047
(Century)						203508
(Regal)						83271
(Riviera)						52257
CADILLAC						310267
(Cimarron)						9812
(Eldorado)						66847
(Seville)						43167
CHEVROLET						1557108
(Celebrity)						143740
(Cavalier)						117200
(Sprint)						47220
(Camaro)						98598
(Corvette)						34400
(Monte Carlo)						115435
OLDSMOBILE						1013977
(Firenza)						60722
(Calais)						31864
(Cutlass Ciera)						111377
(Cutlass)						111843
(Toronado)						41106
PONTIAC						685381
(1000)						27211
(Sunbird)						124127
(Grand Am)						73858
(6000)						26552
(Bonneville)						64118
(Grand Prix)						98855
(Fiero)						41658
GEN MTRS CORP						1698504
(Pick Domestic)						267
(Pick Import)						1423115
U S TOTAL						10126724

(These totals included in these totals)

NEWS STATION SUMMARY

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NEW TRUCK REGISTRATIONS

MAKE	JUNE	% CHG.	YEAR TO DATE		% CHG.	% IND.	
	1985		1985	1984		1985	1984
Dodge	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	9.03	11.21
Plymouth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	2.44	2.19
Ford	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	28.55	27.10
Chevrolet	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	25.58	24.85
GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.08	7.36
International	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7.34	6.56
Jeep	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	4.51	4.13
Mack	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.67	.77
Kenworth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.23	.25
Peterbilt	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.28	.28
Freightliner	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.57	.57
Volvo/White	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.36	.36
White/GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.23	.23
Other Imports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	18.25	19.35
Other Domestic	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	.03	.04
TOTAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]		

TRUCKS BY WEIGHT GROUPS—YEAR TO DATE

MAKE	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Dodge	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Ford	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	845
Chevrolet	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	44
GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	135
International	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Jeep	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Mack	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Kenworth	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	7
Peterbilt	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	8
Freightliner	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	17
Volvo/White	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	6
White/GMC	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
Other Imports	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1
Other Domestic	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	1
TOTAL	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1985 Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]
1984 Total	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

NEW IMPORTED CARS
LEADING MAKES

MAKE	YEAR TO DATE 1986 UNITS	1986 % OF INDUSTRY	YEAR TO DATE 1985 UNITS	1985 % OF INDUSTRY
DOMESTIC BADGED IMPORTS				
Chevrolet Spectrum	[illegible]	[illegible]	[illegible]	[illegible]
Chevrolet Sprint	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Colt	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Colt Vista 5d.	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Conquest	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Colt Vista 5d.	[illegible]	[illegible]	[illegible]	[illegible]
Plymouth Conquest	[illegible]	[illegible]	[illegible]	[illegible]
XR4 Merkur	[illegible]	[illegible]	[illegible]	[illegible]
Total Domestic Badged Imports	[illegible]	[illegible]	[illegible]	[illegible]
OTHER IMPORTS				
Audi	[illegible]	[illegible]	[illegible]	[illegible]
BMW	[illegible]	[illegible]	[illegible]	[illegible]
Honda	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mercedes Benz	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Volvo	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Imports	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT CARS	[illegible]	[illegible]	[illegible]	[illegible]

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES IN [illegible]

DOMESTIC BADGED IMPORTS				
Dodge RAM 50	[illegible]	[illegible]	[illegible]	[illegible]
Dodge Ram 50				
OTHER IMPORTS				
Isuzu	[illegible]	[illegible]	[illegible]	[illegible]
Mazda	[illegible]	[illegible]	[illegible]	[illegible]
Mitsubishi	[illegible]	[illegible]	[illegible]	[illegible]
Nissan	[illegible]	[illegible]	[illegible]	[illegible]
Subaru	[illegible]	[illegible]	[illegible]	[illegible]
Toyota	[illegible]	[illegible]	[illegible]	[illegible]
Volkswagen	[illegible]	[illegible]	[illegible]	[illegible]
Others	[illegible]	[illegible]	[illegible]	[illegible]
Total Other Imports	[illegible]	[illegible]	[illegible]	[illegible]
GRAND TOTAL ALL IMPORT TRUCKS	[illegible]	[illegible]	[illegible]	[illegible]

NEW DOMESTIC LIGHT TRUCKS
[illegible]

CHEVROLET S10	[illegible]	[illegible]	[illegible]	[illegible]
DODGE DAKOTA				
FORD RANGER	[illegible]	[illegible]	[illegible]	[illegible]
GMC S10	[illegible]	[illegible]	[illegible]	[illegible]
UNITED STATES Subtotal	[illegible]	[illegible]	[illegible]	[illegible]

NEW VEHICLE REGISTRATIONS UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751185	2058008
*1977	10262134	2520019
*1978	11945104	3067340
*1979	11456695	3072208
*1980	8780417	2437777
*1981	8443913	2185888
*1982	7754342	2410911
*1983	8924196	2970535
*1984	10118754	4243949
1985	10886804	4875192

TOTALS INCLUDE ALASKA & HAWAII
FOR LENGTHY NOT AVAILABLE
W.L. DOLE & CO. [illegible]
JANUARY [illegible] ISSUED BY/86
(1) REVISED 12/85

4

New Car Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 78%

RADIO—BY 88%

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JANUARY
1986

pocket summary of registrations

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKE	JANUARY		% CH VS '84	% CHG
	1985	1984		1985
AMC				
CHRYSLER				
DODGE				
PLYMOUTH				
CHRYSLER CORP				
FORD				
LINCOLN				
MERCURY				
LINC/MERC DIV				
FORD MOTOR CO				
BUICK				
CADILLAC				
CHEVROLET				
OLDSMOBILE				
PONTIAC				
GEN MTRS CORP				
U.S. TOTAL				

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKE	YEAR TO DATE		% OF CHANGE	% CHG		YEAR END 1985
	1986	1985		1986	1985	
AMC	67,847	110,852	-38.8%	-1.7%	-1.7%	128,318
(Alliance)	44,120	55,934	-78.9%	-1.7%	-1.7%	71,472
(Encore)	23,727	54,918	-56.8%	-1.7%	-1.7%	41,534
(Eagle)	0	0	0.0%	0.0%	0.0%	13,312
CHRYSLER	170,578	217,656	-21.6%	-1.7%	-1.7%	311,252
(Laser)	27,513	31,178	-11.8%	-1.7%	-1.7%	50,870
(LeBaron GTS)	17,868	30,178	-40.8%	-1.7%	-1.7%	54,217
(LeBaron)	25,197	31,178	-19.2%	-1.7%	-1.7%	56,205
DODGE	130,111	178,611	-27.1%	-1.7%	-1.7%	260,411
(Daytona)	27,513	31,178	-11.8%	-1.7%	-1.7%	48,784
(Lancer/600)	17,868	30,178	-40.8%	-1.7%	-1.7%	52,282
(Omni/Charger)	25,197	31,178	-19.2%	-1.7%	-1.7%	47,224
(Omni)	27,513	31,178	-11.8%	-1.7%	-1.7%	54,289
(Aries)	17,868	30,178	-40.8%	-1.7%	-1.7%	47,325
(600)	25,197	31,178	-19.2%	-1.7%	-1.7%	54,681
(Colt/Vista)	27,513	31,178	-11.8%	-1.7%	-1.7%	33,435
PLYMOUTH	170,578	217,656	-21.6%	-1.7%	-1.7%	311,209
(Sundance/Duster)	27,513	31,178	-11.8%	-1.7%	-1.7%	48,952
(Horizon/TC3/Turismo)	17,868	30,178	-40.8%	-1.7%	-1.7%	55,366
(Reliant)	25,197	31,178	-19.2%	-1.7%	-1.7%	53,213
(Caravelle)	27,513	31,178	-11.8%	-1.7%	-1.7%	55,501
(Colt/Vista)	27,513	31,178	-11.8%	-1.7%	-1.7%	18,177
CHRYSLER CORP	471,267	613,925	-23.2%	-1.7%	-1.7%	882,538
FORD	384,829	503,347	-23.5%	-1.7%	-1.7%	784,829
(Escort)	503,347	503,347	0.0%	-1.7%	-1.7%	503,347
(Mustang)	61,367	61,367	0.0%	-1.7%	-1.7%	61,367
(Tempo)	178,475	178,475	0.0%	-1.7%	-1.7%	178,475
(Taurus)	1,855	1,855	0.0%	-1.7%	-1.7%	1,855
(Thunderbird)	145,841	145,841	0.0%	-1.7%	-1.7%	145,841
(Probe)	44,156	44,156	0.0%	-1.7%	-1.7%	44,156
LINCOLN	64,295	64,295	0.0%	-1.7%	-1.7%	64,295
(Mark VII)	20,401	20,401	0.0%	-1.7%	-1.7%	20,401
XR4 Mustang	8,061	8,061	0.0%	-1.7%	-1.7%	8,061
MERCURY	176,835	176,835	0.0%	-1.7%	-1.7%	176,835
(Topaz)	37,920	37,920	0.0%	-1.7%	-1.7%	37,920
(Cougar)	16,612	16,612	0.0%	-1.7%	-1.7%	16,612
(Tracer)	17,554	17,554	0.0%	-1.7%	-1.7%	17,554
(Capri)	879	879	0.0%	-1.7%	-1.7%	879
(Marquis/Grand)	23,656	23,656	0.0%	-1.7%	-1.7%	23,656
(Sable)	11,855	11,855	0.0%	-1.7%	-1.7%	11,855
LINC/MERC DIV	588,253	588,253	0.0%	-1.7%	-1.7%	588,253
FORD MOTOR CO	1,213,082	1,213,082	0.0%	-1.7%	-1.7%	1,213,082
BUICK	141,031	141,031	0.0%	-1.7%	-1.7%	141,031
(Skyhawk)	65,411	65,411	0.0%	-1.7%	-1.7%	65,411
(Somerset/Skyhawk)	43,559	43,559	0.0%	-1.7%	-1.7%	43,559
(Century)	13,206	13,206	0.0%	-1.7%	-1.7%	13,206
(Regal)	4,947	4,947	0.0%	-1.7%	-1.7%	4,947
(Riviera)	14,891	14,891	0.0%	-1.7%	-1.7%	14,891
CADILLAC	31,229	31,229	0.0%	-1.7%	-1.7%	31,229
(Cimarron)	12,168	12,168	0.0%	-1.7%	-1.7%	12,168
(Eldorado)	10,754	10,754	0.0%	-1.7%	-1.7%	10,754
(Seville)	13,986	13,986	0.0%	-1.7%	-1.7%	13,986
CHEVROLET	318,768	318,768	0.0%	-1.7%	-1.7%	318,768
(Sprint)	12,900	12,900	0.0%	-1.7%	-1.7%	12,900
(Nova)	34,345	34,345	0.0%	-1.7%	-1.7%	34,345
(Spectrum)	14,977	14,977	0.0%	-1.7%	-1.7%	14,977
(Cavalier)	78,042	78,042	0.0%	-1.7%	-1.7%	78,042
(Corvette)	11,169	11,169	0.0%	-1.7%	-1.7%	11,169
OLDSMOBILE	173,351	173,351	0.0%	-1.7%	-1.7%	173,351
(Firenza)	46,780	46,780	0.0%	-1.7%	-1.7%	46,780
(Calais)	22,561	22,561	0.0%	-1.7%	-1.7%	22,561
(Cutlass Ciera)	71,933	71,933	0.0%	-1.7%	-1.7%	71,933
(Cutlass)	11,888	11,888	0.0%	-1.7%	-1.7%	11,888
(Toronado)	19,873	19,873	0.0%	-1.7%	-1.7%	19,873
PONTIAC	185,065	185,065	0.0%	-1.7%	-1.7%	185,065
(2000)	10,234	10,234	0.0%	-1.7%	-1.7%	10,234
(Sunbird)	19,481	19,481	0.0%	-1.7%	-1.7%	19,481
(Grand Am)	65,335	65,335	0.0%	-1.7%	-1.7%	65,335
(6000)	12,808	12,808	0.0%	-1.7%	-1.7%	12,808
(Bonneville)	16,719	16,719	0.0%	-1.7%	-1.7%	16,719
(Parisienne)	10,049	10,049	0.0%	-1.7%	-1.7%	10,049
(Fiero)	10,421	10,421	0.0%	-1.7%	-1.7%	10,421
GEN MTRS CORP	1,398,316	1,398,316	0.0%	-1.7%	-1.7%	1,398,316
(Buick-Olds)	0	0	0.0%	-1.7%	-1.7%	0
(Pont-Cad)	0	0	0.0%	-1.7%	-1.7%	0
U.S. TOTAL	2,611,398	2,611,398	0.0%	-1.7%	-1.7%	2,611,398

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NEW TRUCK REGISTRATIONS

Make	Year to Date		% Change	% Mkt. Share	
	1985	1984		1985	1984
Dodge	119,624	114,317	+4.6	10.47	10.47
Plymouth	22,746	21,606	+5.3	1.99	1.98
Ford	310,434	297,434	+4.4	27.17	27.25
Chevrolet	303,736	286,134	+6.2	26.58	26.22
G.M.C.	86,174	82,534	+4.4	7.54	7.56
I-H	19,911	18,137	+9.8	1.74	1.66
Jeep	34,211	32,587	+5.0	2.99	2.99
Mack/Mid-Liner	6,966	6,966	0.0	.61	.64
Kenworth	7,193	6,854	+4.9	.63	.63
Peterbilt	3,854	3,654	+5.5	.34	.33
Daimler-Benz (Orion)	5,317	5,317	0.0	.47	.49
Volvo-White	2,870	2,870	0.0	.25	.26
Western Star	1,156	1,156	0.0	.10	.11
Miscellaneous	12,000	11,000	+9.1	1.05	1.01
U. S. Total	1,142,373	1,090,746	+4.7		

TRUCKS BY WEIGHT GROUPS–YEAR TO DATE

Make	Class 1	Class 2	Class 3	Class 4	Class 5	Class 6	Class 7	Class 8	GVW 8 33,001 Lbs. & Over
Dodge	1985	1984							
(Dodge D)									
Plymouth									
Ford									
(Ford D)									
Chevrolet									
(Chev. D)									
G.M.C.									
I-H									
Jeep									
(Jeep D)									
Mack/Mid-Liner									
Kenworth									
Peterbilt									
Daimler-Benz (Orion)									
Volvo-White									
Western Star									
Miscellaneous									
Total									
1984 Total									
1985 vs. '84									

(Name Totals To Be Inserted When U. S. Is)

1. Includes Ram Vans, Ramcharger, Pickup
2. Includes Trucks and Ram Vans
3. Includes Range Rover Vans and Vehicles
4. Includes 1-Ton Vans and Pickups
5. Includes Vans and Wagons

6. Plymouth Includes Voyager, PDE
7. Incl. Vans, Cabaletta, Jimmy, Suburban
8. Includes G.M.C. Chassis
9. Includes G.M.C. Chassis, Motorhomes and Bluebird

Manufacturers' Sales Records used for compiling Oklahoma registrations in 1985 and New York and Oklahoma in 1984.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1985		YEAR TO DATE 1984	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	29783	.27	9464	.09
Chevrolet Spectrum	51695	.47	17646	.02
Dodge Colt	38211	.35	35719	.35
Dodge Colt Vista SW	11501	.03	7684	.08
Dodge Conquest	2476	.02	3765	.04
Plymouth Colt	35212	.32	31756	.31
Plymouth Colt Vista SW	11109	.10	7243	.07
Plymouth Conquest	2453	.02	3357	.03
KIA Merkur	2053	.02	-	-
Total Domestic Sponsored Imports	189493	1.74	102638	.99
OTHER IMPORTS				
Audi	77972	.72	69455	.69
BMW	38008	.34	68731	.68
Honda	516782	4.73	492803	4.87
Mazda	204591	1.87	163826	1.62
Mercedes Benz	88415	.81	76191	.75
Nissan	479260	4.32	473413	4.73
Subaru	168053	1.55	148332	1.46
Toyota	573345	5.28	504184	4.98
Volkswagen	168797	1.81	155332	1.53
Volvo	108176	.98	95887	.94
Others	198310	1.80	168883	1.67
Total Other Imports	2820418	25.90	2423338	23.93
GRAND TOTAL ALL IMPORT CARS	3011132	27.65%	2525976	24.92

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (8 - 8500 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	58635	1.47	49855	1.25
OTHER IMPORTS				
Isuzu	78522	1.84	42844	1.06
Mazda	114585	2.45	115303	2.85
Mitsubishi	23555	.57	15949	.39
Nissan	236313	5.48	194513	4.80
Subaru	4127	.09	4852	.12
Toyota	286051	7.83	288395	7.14
Volkswagen	17438	.37	17156	.44
Others	2452	.05	3290	.08
Total Other Imports Trucks	764043	18.48	683501	16.88
GRAND TOTAL ALL IMPORT TRUCKS	822678	18.95	733356	18.11

NEW DOMESTIC LIGHT TRUCKS
(8 - 8500 LBS)

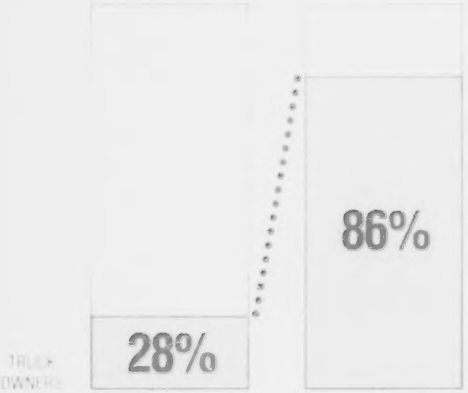
CHEVROLET S10	206731	4.76	187680	4.64
DODGE RAMPAGE	1018	.02	9189	.23
FORD RANGER	243555	5.61	222479	5.49
GMC S15	41000	.94	42409	1.05
UNITED STATES SUBTOTAL	[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

[illegible]

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...



the 28% of all households and businesses who buy 86% of the trucks

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6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C7715-3A

FEBRUARY
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	FEBRUARY		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	7018	11761	59.67	.85	1.51
(Alliance)	4813	6498	74.07	.58	.84
(Encore)	1404	4215	33.31	.17	.54
(Eagle)	801	1048	76.43	.10	.13
CHRYSLER	23554	25425	92.64	2.86	3.26
(Laser)	1572	4030	39.01	.19	.52
(Le Baron/GTS)	12910	9402	137.31	1.57	1.20
(E/NY/S AY)	9072	11993	75.64	1.10	1.54
DODGE	34712	41210	84.23	4.23	5.28
(Daytona)	1995	3734	53.43	.24	.48
(Colt/Vista/Conq)	5873	3560	164.97	.71	.46
(Omni/Shadow)	8936	14647	61.01	1.10	1.87
(Aries)	7956	9526	83.52	.97	1.22
(Lancer)	4116	2480	165.97	.50	.32
(600)	4208	4478	93.97	.51	.57
(Diplomat)	1628	2785	58.46	.20	.36
PLYMOUTH	30102	33868	88.88	3.66	4.34
(Colt/Vista/Conq)	5416	3434	157.72	.66	.44
(Horizn/Sundance)	9728	16182	60.12	1.18	2.07
(Reliant)	11257	10366	108.60	1.37	1.33
(Caravelle)	2652	2635	100.65	.32	.34
(Gran Fury)	1049	1251	83.85	.13	.16
CHRYSLER CORP.	88368	100503	87.93	10.75	12.88
FORD	98778	98726	100.05	12.01	12.65
(Escort)	29178	30570	95.45	3.54	3.92
(Mustang)	11253	11954	94.14	1.37	1.53
(Tempo)	23586	21225	111.12	2.87	2.72
(Taurus)	8498	-	-	1.03	-
(LTD/Crn Vict)	13722	24741	55.46	1.67	3.17
(T'Bird)	12541	10236	122.52	1.53	1.31
LINCOLN	11583	13876	83.46	1.41	1.78
(Mark VII)	1331	2217	60.04	.16	.29
XR4 Merkur	1115	71	-	.14	.01
MERCURY	35880	38027	94.35	4.36	4.87
(Lynx)	5566	5745	96.88	.68	.74
(Capri)	802	1228	65.31	.10	.16
(Topaz)	5806	5682	102.18	.71	.73
(Sable)	4082	-	-	.50	-
(Marq/Gr Marq)	9381	17047	55.03	1.14	2.17
(Cougar)	10243	8325	123.04	1.23	1.07
LINC/MERC. DIV.	48578	51974	93.47	5.91	6.66
FORD MOTOR CO.	147356	150700	97.78	17.92	19.31
BUICK	59741	63583	93.96	7.27	8.15
(Skyhawk)	3824	5949	64.28	.47	.76
(Somerset/Skylrk)	10803	5877	183.82	1.31	.75
(Century)	19887	14870	133.74	2.42	1.91
(Regal)	8622	8670	99.45	1.05	1.11
(Riviera)	1311	4212	31.13	.16	.54
CADILLAC	23297	21125	110.28	2.83	2.71
(Cimarron)	1326	1098	120.77	.16	.14
(Eldorado)	1638	4730	34.63	.20	.61
(Seville)	1011	2248	44.97	.12	.29
CHEVROLET	129682	116300	110.93	15.78	14.96
(Chevette)	4253	11049	38.49	.52	1.42
(Celebrity)	31199	23151	134.76	3.79	2.97
(Cavalier)	35917	28886	124.34	4.37	3.68
(Camaro)	10428	20469	50.95	1.27	2.62
(Corvette)	1939	2687	72.16	.24	.34
(Monte Carlo)	6749	8331	81.01	.82	1.07
OLDSMOBILE	87166	75714	115.13	10.60	9.70
(Firenza)	2240	4055	55.24	.27	.52
(Calais)	7451	7656	97.32	.91	.98
(Cutlass Ciera)	28499	21919	130.02	3.46	2.81
(Cutlass)	20487	15652	130.89	2.49	2.01
(Toronado)	1056	2674	39.49	.13	.34
PONTIAC	65186	51556	126.44	7.93	6.61
(1000)	1623	1706	95.13	.20	.22
(Sunbird)	9437	7671	123.02	1.15	.98
(Grand AM)	13537	7308	185.24	1.65	.94
(6000)	14177	9587	147.88	1.73	1.23
(Bonneville)	4460	3986	111.89	.54	.51
(Firebird)	5871	6972	84.21	.71	.89
(Fiero)	5626	5539	101.57	.68	.71
GEN. MTRS CORP.	365072	328878	111.01	44.41	42.13
Misc. Domestic	26	30	86.77	-	-
Other Import	214321	188641	113.61	26.07	24.17
U.S. TOTAL	822143	780509	105.33	-	-

UNITED STATES SUMMARY
FEBRUARY 1986 ISSUED 04/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END 1985
	1986	1985		1986	1985	
A.M.C.	13804	22791	60.57	.80	1.46	128318
(Alliance)	9223	12092	76.27	.54	.77	73472
(Encore)	2819	7891	35.72	.16	.51	41534
(Eagle)	1762	2808	62.75	.10	.18	13312
CHRYSLER	49432	50126	98.62	2.85	3.21	371292
(Laser)	4065	7248	56.08	.23	.46	50870
(Le Baron/GTS)	25758	18552	138.84	1.49	1.19	154217
(E/NY/S AY)	19609	24326	80.61	1.13	1.56	166205
DODGE	72904	77620	93.92	4.20	4.97	478037
(Daytona)	5149	6719	76.63	.30	.43	48784
(Colt/Vista/Conq)	12613	7368	171.19	.73	.47	52282
(Omni/Shadow)	18316	24352	75.21	1.05	1.57	127241
(Aries)	17772	19751	89.98	1.02	1.26	114289
(Lancer)	7556	4512	167.46	.44	.29	47325
(600)	8158	9073	89.92	.47	.58	54681
(Diplomat)	3340	5845	57.14	.19	.37	33435
PLYMOUTH	66414	64948	102.26	3.83	4.16	373209
(Colt/Vista/Conq)	11745	7081	165.87	.68	.45	48952
(Horizn/Sundance)	20123	27035	74.43	1.16	1.73	135366
(Reliant)	26830	22646	118.48	1.54	1.45	137213
(Caravelle)	5701	5570	102.35	.33	.36	35501
(Gran Fury)	2015	2616	77.03	.12	.17	16177
CHRYSLER CORP.	188750	192694	97.95	10.88	12.34	1222538
FORD	216876	203650	106.49	12.50	13.04	1364829
(Escort)	70436	63654	110.65	4.06	4.08	425347
(Mustang)	23832	24871	95.82	1.37	1.59	157357
(Tempo)	50544	42424	119.14	2.91	2.72	278475
(Taurus)	15569	-	-	.90	-	1653
(LTD/Crn Vict)	30322	51286	59.12	1.75	3.28	345641
(T'Bird)	26173	21415	122.22	1.51	1.37	156756
LINCOLN	24224	26937	89.93	1.40	1.72	164295
(Mark VII)	2870	4088	70.21	.17	.26	20401
M.B.H. MERKUR	2203	77	-	.13	-	8063
MERCURY	74578	76210	97.86	4.29	4.89	515895
(Lynx)	13285	11365	116.89	.77	.73	83620
(Capri)	1712	2523	67.86	.10	.16	15632
(Topaz)	11234	11414	98.42	.65	.73	73554
(Sable)	7352	-	-	.42	-	879
(Marq/Gr Marq)	20370	33801	60.26	1.17	2.17	223656
(Cougar)	20625	17107	120.56	1.18	1.10	118554
LINC/MERC. DIV.	101005	103224	97.85	5.82	6.61	688253
FORD MOTOR CO.	317881	306874	103.59	18.32	19.65	2053082
BUICK	120840	129155	93.56	6.97	8.27	851031
(Skyhawk)	8921	11874	75.13	.51	.76	85471
(Somerset/Skylrk)	21871	11109	196.88	1.26	.71	93259
(Century)	41464	30779	134.72	2.40	1.98	233268
(Regal)	14861	16836	87.96	.86	1.08	114047
(Riviera)	2990	8504	35.16	.17	.54	48891
CADILLAC	48511	43259	112.19	2.80	2.77	301228
(Cimarron)	3239	2029	159.64	.19	.13	22168
(Eldorado)	3848	9824	39.17	.23	.63	60754
(Seville)	2492	4828	51.62	.14	.31	29986
CHEVROLET	275666	233901	117.86	15.88	14.98	1658768
(Chevette)	10713	22862	46.86	.62	1.46	129307
(Celebrity)	65066	45903	141.75	3.75	2.94	360963
(Cavalier)	79206	57800	137.52	4.56	3.71	419697
(Camaro)	21531	41341	52.08	1.24	2.65	245879
(Corvette)	4538	5440	83.38	.26	.35	38042
(Monte Carlo)	14302	15214	94.01	.82	.97	111169
OLDSMOBILE	171362	146413	115.46	9.88	9.52	1067881
(Firenza)	5517	8346	66.10	.32	.53	49780
(Calais)	14860	14666	101.32	.86	.94	122561
(Cutlass Ciera)	58744	40798	143.99	3.38	2.61	329934
(Cutlass)	40902	31123	131.42	2.36	1.99	218881
(Toronado)	2211	5600	39.48	.13	.36	32879
PONTIAC	130794	101172	129.28	7.54	6.48	785098
(1000)	3035	3788	80.12	.17	.24	22239
(Sunbird)	19902	15053	132.21	1.15	.96	115183
(Grand AM)	26644	14065	189.43	1.54	.90	116535
(6000)	29307	19088	153.54	1.68	1.23	162828
(Bonneville)	9030	7541	119.75	.52	.48	52739
(Firebird)	11920	13375	89.12	.69	.86	100049
(Fiero)	11067	10400	106.41	.64	.67	90421
GEN. MTRS CORP	747173	655880	113.92	43.07	42.00	4664006
Misc. Domestic	20	40	50.00			248
Other Import	467159	383436	121.83	26.93	24.55	2820410
U.S. TOTAL	1734787	1561715	111.08			10898660

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	FEB	% IND	YEAR TO DATE		% '86 vS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	31541	9.13	65548	78025	84.01	9.11	11.48
Plymouth	8186	2.37	17319	14857	116.57	2.41	2.19
Ford	95541	27.68	200484	184451	108.69	27.86	27.13
Chevrolet	95116	27.54	194484	171740	113.24	27.03	25.26
G.M.C.	26157	7.57	53394	48258	110.64	7.42	7.10
International	4667	1.35	9688	9999	96.89	1.35	1.47
Jeep	13852	4.01	30905	26000	118.87	4.30	3.82
Mack/Midliner	1466	.42	3162	4804	65.82	.44	.71
Kenworth	665	.19	1450	1596	90.85	.20	.23
Peterbilt	704	.20	1403	1832	76.58	.20	.27
Daimler-Benz Corp.	1447	.42	3037	3421	88.78	.42	.50
Volvo White	767	.22	1556	2237	69.56	.22	.33
Western Star	99	.03	216	188	114.89	.03	.03
Other Imports	64778	18.76	136074	131781	103.26	18.91	19.38
Miscellaneous Domestic	375	.11	755	652	115.80	.10	.10
U. S. Total	345361		719475	679841	105.83		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	46242	19306	-	-	-	-	-	-
(Dodge 1)	38355	10241	-	-	-	-	-	-
Plymouth *	17319	-	-	-	-	-	-	-
Ford	119646	72889	-	-	-	1415	4856	1678
(Ford 2)	86703	22870	-	-	-	-	-	-
Chevrolet	113763	74294	3165	71	58	1185	1871	77
(Chev 3)	85835	23930	-	-	-	-	-	-
G.M.C.	25979	20314	379	58	87	1015	4219	1343
(G.M.C 4)	18604	6001	-	-	-	-	-	-
International	-	-	-	-	-	2867	2948	3873
Jeep	27712	3193	-	-	-	-	-	-
(Jeep 5)	22269	2900	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	292	322	2548
Kenworth	-	-	-	-	-	-	-	1450
Peterbilt	-	-	-	-	-	-	-	1403
Daimler-Benz Corp.	-	-	-	-	-	378	228	2431
Volvo White	-	-	-	-	-	-	199	1357
Western Star	-	-	-	-	-	-	-	216
Other Imports	132693	2050	1032	110	65	42	80	2
Miscellaneous Domestic	-	465	-	-	-	-	14	276
Total	48334	192511	4576	239	210	7194	14737	16654
1985 Total	437752	195023	5549	139	1070	8510	11197	20601
1986 vs '85	110.42	98.71	82.47	171.94	19.63	84.54	131.62	80.84

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	10357	.60	2461	.16
Chevrolet Spectrum	9805	.57	5015	.32
Dodge Colt	9503	.55	5682	.36
Dodge Colt Vista SW	2672	.15	1293	.08
Dodge Conquest	438	.03	393	.03
Plymouth Colt	8803	.51	5447	.35
Plymouth Colt Vista SW	2492	.14	1237	.08
Plymouth Conquest	450	.03	397	.03
XR4 Merkur	2203	.13	77	-
Total Domestic Sponsored Imports	46723	2.69	22002	1.41
OTHER IMPORTS				
Audi	11134	.64	10584	.68
BMW	13130	.76	12173	.78
Honda	93629	5.40	80859	5.18
Mazda	42550	2.45	25170	1.61
Mercedes Benz	16033	.92	13466	.86
Nissan	85959	4.96	73448	4.70
Subaru	31966	1.84	23573	1.51
Toyota	89687	5.17	79307	5.08
Volkswagen	31475	1.81	24411	1.56
Volvo	16349	.94	15566	1.00
Others	35247	2.03	24879	1.59
Total Other Imports	467159	26.93	383436	24.55
GRAND TOTAL ALL IMPORT CARS	513882	29.62	405438	25.96

NEW IMPORTED LIGHT TRUCKS
(LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	12300	1.71	11237	1.65
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	13693	1.90	9507	1.40
Mazda	18793	2.61	16948	2.49
Mitsubishi	4165	.58	3643	.54
Nissan	30086	4.18	44245	6.51
Subaru	467	.06	652	.10
Toyota	61644	8.57	53471	7.87
Volkswagen	1674	.23	2414	.36
Others	4221	.59	271	.04
Total Other Import Trucks	134743	18.73	131151	19.29
GRAND TOTAL ALL IMPORT TRUCKS	147043	20.44	142388	20.94

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	33707	4.68	34477	5.07
DODGE DAKOTA	-	-	-	-
FORD RANGER	45664	6.35	41872	6.16
GMC S15	7683	1.07	7468	1.10

UNITED STATES SUMMARY

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, PUBLISHER OF DIRECTORIES FOR INTERNAL USE. NOT SOLD. PERSONAL USE OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
#1976	9751585	3058009
#1977	10826234	3509328
#1978	10946104	3863340
#1979	10356895	3472209
#1980	8760937	2476777
#1981	8443919	2185489
#1982	7754342	2430471
#1983	8924186	2976556
(1)1984	10128729	4048898
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
#OKLAHOMA NOT AVAILABLE
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FEBRUARY 1986 ISSUED 04/86
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MARCH
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pocket summary

of registrations

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new trucks

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MARCH		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	6126	12792	47.89	.72	1.38
(Alliance)	4315	6836	63.12	.50	.74
(Encore)	1158	4754	24.36	.14	.51
(Eagle)	653	1202	54.33	.08	.13
CHRYSLER	29349	31299	93.77	3.45	3.38
(Laser)	2265	6632	34.15	.27	.72
(Le Baron/GTS)	14560	11751	123.90	1.71	1.27
(E/NY/5 PV)	12524	12916	96.97	1.48	1.39
DODGE	38711	47732	81.10	4.57	5.15
(Daytona)	3016	8067	49.71	.36	.65
(Colt/Vista/Conq)	6178	3609	171.18	.73	.39
(Omni/Shadow)	9865	16629	59.32	1.17	1.79
(Aries)	7739	9876	78.36	.91	1.07
(Lancer)	4837	2690	179.81	.57	.29
(600)	4763	5431	87.70	.56	.59
(Diplomat)	2313	3430	67.43	.27	.37
PLYMOUTH	29634	40629	72.94	3.49	4.38
(Colt/Vista/Conq)	5631	3642	154.61	.66	.39
(Horizn/Sundance)	10158	18272	55.59	1.20	1.97
(Reliant)	9508	13279	71.60	1.12	1.43
(Caravelle)	3196	3569	89.55	.38	.39
(Gran Fury)	1141	1867	61.11	.13	.20
CHRYSLER CORP	97694	119660	81.64	11.52	12.91
FORD	106180	133574	79.49	12.52	14.41
(Escort)	29825	31837	93.68	3.52	3.43
(Mustang)	14255	13910	102.48	1.68	1.50
(Tempo)	20021	41216	48.58	2.36	4.45
(Taurus)	15038	-	-	1.77	-
(LTD/Crn Vict)	15457	33118	46.67	1.82	3.57
(T'Bird)	11584	13493	85.85	1.37	1.46
LINCOLN	12379	14832	83.46	1.46	1.60
(Mark VII)	1717	1730	99.25	.20	.19
XR4 Merkur	1301	321	405.30	.15	.03
MERCURY	35806	50396	71.03	4.34	5.44
(Lynx)	5047	6056	83.34	.60	.65
(Capri)	1026	1412	72.66	.12	.15
(Topaz)	4758	10793	44.08	.56	1.16
(Sable)	6760	-	-	.80	-
(Marq/Gr Marq)	11087	21693	51.11	1.30	2.35
(Cougar)	8128	10442	77.84	.96	1.13
LINC/MERC DIV	50485	65549	77.02	5.95	7.07
FORD MOTOR CO.	156666	199123	78.66	18.47	21.48
BUICK	53562	71790	74.61	6.32	7.75
(Skyhawk)	5696	7780	73.21	.67	.84
(Somerset/Skylrk)	7328	7632	96.02	.86	.82
(Century)	16392	16976	96.56	1.94	1.84
(Regal)	6545	8107	80.73	.77	.87
(Riviera)	1321	3905	33.85	.16	.42
CADILLAC	22288	23684	94.11	2.63	2.56
(Cimarron)	1624	1686	96.32	.19	.18
(Eldorado)	1706	5252	32.48	.20	.57
(Seville)	1173	2451	47.86	.14	.27
CHEVROLET	132414	135213	97.93	15.61	14.58
(Chevette)	7415	10180	72.84	.87	1.10
(Celebrity)	30272	27734	109.15	3.58	2.99
(Cavalier)	27169	34126	79.61	3.20	3.67
(Camaro)	14749	23802	61.97	1.74	2.57
(Corvette)	2971	3425	86.74	.35	.37
(Monte Carlo)	8855	9814	90.23	1.04	1.06
OLDSMOBILE	79225	91263	86.81	9.34	9.85
(Firenza)	2980	4981	59.83	.35	.54
(Calais)	9943	9442	105.31	1.17	1.02
(Cutlass Ciera)	22795	28091	81.15	2.69	3.03
(Cutlass)	15455	18526	84.33	1.82	1.98
(Toronado)	1073	3050	35.18	.13	.33
PONTIAC	66480	64211	103.53	7.84	6.93
(1000)	2125	1783	119.18	.25	.19
(Sunbird)	6976	9735	71.66	.82	1.05
(Grand AM)	17671	8766	201.59	2.09	.95
(6000)	12808	12140	105.50	1.51	1.30
(Bonneville)	3055	4846	63.04	.36	.52
(Firebird)	7788	8488	91.75	.92	.92
(Fiero)	5010	8117	61.72	.59	.88
GEN. MTRS CORP.	353969	386161	91.66	41.74	41.67
Misc. Domestic	6	15	40.00	-	-
Other Import	233627	209151	111.70	27.55	22.56
U.S. TOTAL	848088	926902	91.50		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 vs '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	19930	35585	56.01	.77	1.43	128318
(Alliance)	13538	18928	71.52	.53	.76	73472
(Encore)	3977	12645	31.45	.15	.51	41534
(Eagle)	2415	4010	60.22	.09	.16	13312
CHRYSLER	78781	81425	96.75	3.05	3.27	371292
(Laser)	8330	13880	45.61	.25	.56	50870
(Le Baron/GTS)	40518	30303	133.05	1.56	1.22	154217
(E/MY/S Av)	32133	37242	86.28	1.24	1.49	166205
DODGE	111615	125352	89.04	4.32	5.04	478037
(Daytona)	8165	12786	63.86	.32	.51	48784
(Colt/Vista/Conq)	18791	10977	171.19	.73	.44	52282
(Omni/Shadow)	28181	40981	68.77	1.08	1.66	127241
(Aries)	25511	29627	86.11	.99	1.19	114289
(Lancer)	12395	7202	172.08	.48	.29	47325
(600)	12321	14504	89.09	.50	.58	54681
(Diplomat)	5653	6215	90.95	.22	.37	33435
PLYMOUTH	96048	105577	90.97	3.72	4.24	373209
(Colt/Vista/Conq)	17376	10725	162.04	.67	.43	48952
(Horizn/Sundance)	30281	45307	66.84	1.17	1.82	135366
(Reliant)	36338	35925	101.15	1.42	1.44	137213
(Caravelle)	8897	9139	97.35	.34	.37	35501
(Gran Fury)	3156	4483	70.40	.12	.18	16177
CHR/SLER CORP	286444	312354	91.70	11.09	12.55	1222538
FORD	323056	337224	95.80	12.50	13.55	1364829
(Escort)	100261	95491	105.00	3.89	3.84	425347
(Mustang)	38087	38781	98.21	1.47	1.56	157357
(Tempo)	70565	83640	84.37	2.73	3.36	278475
(Taurus)	30607	-	-	1.18	-	1653
(LTD/Crn Vict)	45779	84404	54.24	1.77	3.39	345641
(T'Bird)	37757	34908	108.16	1.46	1.40	156356
LINCOLN	36603	41769	87.63	1.42	1.68	164295
(Mark VII)	4587	5818	78.84	.18	.24	20401
XR4 Merkur	3504	398	880.40	.14	.02	8063
MERCURY	111584	126606	87.98	4.31	5.08	515895
(Lynx)	16332	17421	105.23	.71	.70	83620
(Capri)	2736	3935	69.58	.11	.16	15632
(Topaz)	15992	22207	72.01	.62	.89	73554
(Sable)	14112	-	-	.55	-	879
(Marq/Gr Marq)	31457	55434	56.69	1.21	2.22	223656
(Cougar)	28753	27549	104.37	1.11	1.11	118554
LINC/MERC DIV.	151491	168773	89.76	5.87	6.78	688253
FORD MOTOR CO.	474547	505997	93.78	18.37	20.33	2053082
BUICK	174402	200945	86.79	6.75	8.07	851031
(Skyhawk)	14617	19654	74.37	.57	.79	85411
(Somerset/Skylrk)	29199	18741	155.80	1.13	.75	93259
(Century)	57856	47755	121.15	2.23	1.92	233268
(Regal)	21406	25003	85.61	.83	1.00	114047
(Riviera)	4311	12409	34.74	.17	.50	48891
CADILLAC	70799	66923	105.79	2.74	2.69	301228
(Cimarron)	4863	3715	130.90	.19	.15	22768
(Eldorado)	5554	15016	36.84	.21	.61	60754
(Seville)	3665	7289	50.28	.14	.29	29986
CHEVROLET	408080	369114	110.56	15.81	14.84	1658768
(Chevette)	18128	33042	54.86	.70	1.33	129007
(Celebrity)	95338	73637	129.47	3.69	2.96	360963
(Cavalier)	105795	92026	116.05	4.15	3.69	419697
(Camaro)	36280	65143	55.69	1.40	2.62	245879
(Corvette)	7507	8855	84.78	.29	.36	38042
(Monte Carlo)	23151	25028	92.52	.90	1.01	111169
OLDSMOBILE	250587	239676	104.55	9.70	9.63	1067881
(Firenza)	8491	13327	63.76	.33	.54	49780
(Calais)	24803	24108	102.88	.96	.97	122561
(Cutlass Ciera)	81559	68869	118.36	3.15	2.76	329934
(Cutlass)	56357	49449	113.97	2.18	1.99	218881
(Toronado)	3284	8650	37.97	.13	.35	32879
PONTIAC	197274	165383	119.28	7.64	6.65	785098
(1000)	5160	5571	92.62	.20	.22	22239
(Sunbird)	26878	24788	108.43	1.04	1.00	115185
(Grand Am)	44315	22831	194.10	1.72	.92	116535
(6000)	42115	31228	134.85	1.63	1.26	162828
(Bonneville)	12085	12387	97.56	.47	.50	52739
(Firebird)	19708	21863	90.14	.76	.88	100049
(Fiero)	16077	18517	86.82	.62	.74	90421
GEN. MTRS CORP.	1101142	1042041	105.67	42.64	41.88	4664006
Misc. Domestic	26	55	47.27	-	-	248
Other Import	700786	592587	118.26	27.13	23.81	2820416
U.S. TOTAL	2582875	2488617	103.79			10888600

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MARCH	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	34298	9.27	99846	127133	78.54	9.16	11.75
Plymouth	9875	2.67	27194	23991	113.35	2.50	2.22
Ford	101573	27.42	302057	298272	101.27	27.72	27.55
Chevrolet	97416	26.32	291900	276327	105.64	26.79	25.53
G.M.C.	27015	7.30	80409	75998	105.80	7.38	7.02
International	4635	1.25	14323	15986	89.60	1.31	1.48
Jeep	13959	3.77	44864	38378	116.90	4.12	3.55
Mack/Midliner	1585	.46	4847	7282	66.56	.44	.67
Kenworth	922	.25	2372	2617	90.64	.22	.24
Peterbilt	837	.23	2240	2910	76.98	.21	.27
Daimler-Benz Corp.	1562	.42	4599	5328	86.32	.42	.49
Volvo White	1092	.30	2648	3165	83.67	.24	.29
Western Star	97	.03	313	284	110.21	.03	.03
Other Imports	74664	20.17	210738	203427	103.59	19.34	18.79
Miscellaneous Domestic	528	.14	1283	1272	100.86	.12	.12
U. S. Total	370156		1089633	1082370	100.67		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	69980	29866	-	-	-	-	-	-
(Dodge 1)	58523	17336	-	-	-	-	-	-
Plymouth *	27194	-	-	-	-	-	-	-
Ford	180893	109024	-	-	-	2222	7303	2615
(Ford 2)	133854	34581	-	-	-	-	-	-
Chevrolet	169399	112371	5319	97	87	1691	2764	112
(Chev 3)	130579	38210	-	-	-	-	-	-
G.M.C.	38710	30530	600	70	552	1416	6828	1903
(G.M.C 4)	28604	9371	-	-	-	-	-	-
International	-	-	-	-	-	4121	4442	5760
Jeep	40376	4488	-	-	-	-	-	-
(Jeep 5)	32392	4080	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	446	502	3899
Kenworth	-	-	-	-	-	-	-	2372
Peterbilt	-	-	-	-	-	-	-	2240
Daimler-Benz Corp.	-	-	-	-	-	545	291	3765
Volvo White	-	-	-	-	-	-	292	2356
Western Star	-	-	-	-	-	-	-	313
Other Imports	205810	2978	1471	174	92	54	153	6
Miscellaneous Domestic	-	745	-	-	-	-	28	510
Total	732362	290002	7450	341	531	10495	22603	25851
1985 Total	701898	306570	8724	231	1503	12922	18051	32371
1986 vs '85	104.34	94.60	85.40	147.62	35.13	81.20	125.22	79.86

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider

2 Includes Ranger, Bronco, Vans and Aerostar

3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager

4 Includes Vans, Caballero, Jimmy, S15 and Safari

5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	15534	.60	3832	.15
Chevrolet Spectrum	17378	.67	8620	.35
Dodge Colt	13952	.54	8401	.34
Dodge Colt Vista SW	4111	.16	1969	.08
Dodge Conquest	728	.03	607	.02
Plymouth Colt	12857	.50	8135	.33
Plymouth Colt Vista SW	3842	.15	1989	.08
Plymouth Conquest	677	.03	599	.02
XR4 Merkur	3504	.14	398	.02
Total Domestic Sponsored Imports	72583	2.81	34550	1.39
OTHER IMPORTS				
Audi	17009	.66	16371	.66
BMW	20019	.78	19300	.78
Honda	142380	5.51	124487	5.00
Mazda	63730	2.47	40708	1.64
Mercedes Benz	23708	.92	20908	.84
Nissan	127003	4.92	114400	4.60
Subaru	47252	1.83	34746	1.40
Toyota	128407	4.97	119471	4.80
Volkswagen	47652	1.85	38895	1.56
Volvo	25379	.98	23931	.96
Others	58257	2.25	39354	1.58
Total Other Imports	700785	27.13	592581	23.81
GRAND TOTAL ALL IMPORT CARS	773369	29.94	627131	25.20

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (8-14,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	18421	1.69	17678	1.63
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	21445	1.97	15540	1.44
Mazda	29343	2.69	26011	2.40
Mitsubishi	6184	.57	5664	.52
Nissan	48859	4.48	67109	6.20
Subaru	598	.05	1003	.09
Toyota	92715	8.51	82907	7.66
Volkswagen	2582	.24	3754	.35
Others	5962	.54	411	.04
Total Other Import Trucks	208788	19.16	202399	18.70
GRAND TOTAL ALL IMPORT TRUCKS	227209	20.85	220077	20.33

NEW DOMESTIC LIGHT TRUCKS
(8-14,000 LBS)

CHEVROLET S10	49791	4.57	59077	5.46
DODGE DAKOTA	-	-	-	-
FORD RANGER	67507	5.20	74746	6.91
GMC S15	11610	1.07	13142	1.21
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. NAME IS TO BE SOURCE BOOKS FOR INTERNAL USE OF SALE, REPRINT, SELLING OR SHARING PROHIBITED.			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	8751585	3058004
*1977	10026234	3509120
*1978	10946104	3963340
*1979	10356885	3472209
*1980	8780931	2476777
*1981	8443819	2185489
*1982	7754342	2430471
*1983	8924188	2976556
(1)1984	10128720	4048098
1985	10888608	4615192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-86
MARCH 1986 ISSUED 05/86
(1) REVISED 10/85

C7715-3A

APRIL
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	APRIL		% '86 vs '85	% IND	
	1986	1985		1986	1985
AMC	5472	11739	46.61	.60	1.25
(Alliance)	3774	6360	59.34	.41	.67
(Encore)	970	4395	22.07	.11	.47
(Eagle)	728	984	73.98	.08	.11
CHRYSLER	31962	31981	99.94	3.53	3.42
(Laser)	2905	6176	45.56	.32	.66
(Le Baron/GTS)	15437	12521	123.29	1.71	1.34
(E/HY/S AY)	13620	13084	104.10	1.50	1.40
DODGE	41248	45260	91.14	4.55	4.83
(Daytona)	3684	5674	64.93	.41	.61
(Colt/Vista/Conq)	5846	3092	189.07	.65	.33
(Omni/Shadow)	10590	14717	71.96	1.16	1.56
(Aries)	7973	10528	75.73	.88	1.13
(Lancer)	4614	2750	169.01	.51	.29
(600)	5984	5251	113.96	.66	.56
(Diplomat)	2557	3268	78.24	.28	.35
PLYMOUTH	31393	37024	84.79	3.46	3.96
(Colt/Vista/Conq)	5365	2954	181.31	.59	.32
(Horizn/Sundance)	10937	15108	72.39	1.20	1.61
(Reliant)	9861	13925	70.82	1.09	1.49
(Caravelle)	3869	3362	115.08	.43	.36
(Gran Fury)	1361	1670	81.50	.15	.18
CHRYSLER CORP	104603	114265	91.54	11.54	12.21
FORD	111111	125904	88.25	12.26	13.46
(Escort)	32760	28596	115.37	3.61	3.04
(Mustang)	15922	14278	111.51	1.76	1.53
(Tempo)	18351	34821	52.70	2.02	3.72
(Taurus)	17192	-	-	1.90	-
(LTD/Crn Vict)	16541	33619	49.20	1.83	3.59
(T'Bird)	10345	14790	69.95	1.14	1.58
LINCOLN	13098	13603	96.29	1.45	1.45
(Mark VII)	1727	1535	112.51	.20	.16
ZEPHYR	1198	466	257.08	.13	.05
MERCURY	41045	49048	83.68	4.53	5.25
(Lynx)	5420	5612	96.58	.60	.60
(Capri)	1139	1428	79.76	.13	.15
(Topaz)	4695	10282	45.66	.52	1.10
(Sable)	8801	-	-	.97	-
(Marq/Gr Marq)	12060	20753	58.11	1.32	2.23
(Cougar)	8930	10973	81.38	.99	1.17
LINC/MERC DIV	55341	63117	87.68	6.11	6.75
FORD MOTOR CO.	166452	189021	88.06	18.37	20.21
BUICK	60420	76244	79.25	6.67	8.15
(Skyhawk)	6697	10695	62.62	.74	1.14
(Somerset/Skylrk)	7447	8462	88.01	.82	.90
(Century)	18478	16796	110.01	2.05	1.80
(Regal)	5906	7874	75.01	.65	.84
(Riviera)	1368	4023	34.00	.15	.43
CADILLAC	23950	24351	98.35	2.64	2.60
(Cimarron)	2057	2621	78.48	.22	.28
(Eldorado)	1782	5178	34.41	.20	.55
(Seville)	1324	2465	53.71	.15	.26
CHEVROLET	147317	148410	99.26	16.26	15.88
(Chevette)	7667	9087	84.37	.85	.97
(Celebrity)	34128	27474	124.22	3.77	2.94
(Cavalier)	28996	48634	59.62	3.20	5.22
(Camaro)	17866	23966	74.55	1.97	2.56
(Corvette)	3527	3675	95.97	.39	.39
(Monte Carlo)	10158	10376	97.90	1.12	1.11
OLDSMOBILE	86258	94789	91.00	9.52	10.13
(Firenza)	3396	6932	48.99	.37	.74
(Calais)	11066	10348	106.94	1.22	1.11
(Cutlass Ciera)	25139	28887	87.03	2.78	3.09
(Cutlass)	15148	18361	82.50	1.67	1.96
(Toronado)	1319	3021	43.66	.15	.32
PONTIAC	72425	72602	99.76	7.99	7.76
(1000)	1905	1692	112.59	.21	.18
(Sunbird)	7349	12740	57.68	.81	1.37
(Grand AM)	19382	10267	188.78	2.13	1.10
(6000)	13598	12486	108.91	1.50	1.33
(Bonneville)	3051	4350	70.17	.34	.46
(Firebird)	9068	9508	95.37	1.00	1.02
(Fiero)	5762	11832	48.70	.64	1.26
GEN MTRS CORP	390370	416396	93.75	43.08	44.52
Misc. Domestic	6	14	42.86	-	-
Other Import	239368	204073	117.30	26.41	21.81
U.S. TOTAL	906271	935508	96.87		

UNITED STATES SUMMARY
APRIL 1986 ISSUED 05/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
AMC	25402	47322	53.68	.73	1.38	128318
(Alliance)	17312	25288	68.46	.50	.73	73472
(Encore)	4947	11040	29.03	.14	.50	41534
(Eagle)	3143	4994	62.94	.09	.15	13312
CHRYSLER	110745	113406	97.65	3.17	3.31	371292
(Laser)	9235	20256	45.59	.26	.59	50870
(Lo Baron/GTS)	55755	42824	130.20	1.60	1.25	154217
(E/MY/S AY)	45753	50326	90.91	1.31	1.47	166205
DODGE	152863	176612	89.60	4.39	4.99	478037
(Daytona)	11849	18460	64.19	.34	.54	48784
(Colt/Vista/Conq)	24637	14069	175.12	.71	.41	52282
(Omni/Shadow)	38771	55698	69.61	1.11	1.63	127241
(Aries)	33484	40155	83.39	.96	1.17	114289
(Lancer)	17007	9932	171.23	.49	.29	47325
(600)	18905	19755	95.70	.54	.58	54681
(Diplomat)	8210	12543	65.45	.24	.37	33435
PLYMOUTH	127441	142601	89.37	3.65	4.16	373209
(Colt/Vista/Conq)	22741	13682	166.21	.65	.40	48952
(Horizn/Sundance)	41218	60415	68.22	1.18	1.75	135366
(Reliant)	46199	49850	92.68	1.32	1.46	137213
(Caravelle)	12766	12501	102.12	.37	.37	35501
(Gran Fury)	4517	6153	73.41	.13	.18	16177
CHRYSLER CORP	391047	426619	91.66	11.21	12.46	1222538
FORD	434167	463128	93.75	12.44	13.53	1364829
(Escort)	133021	123887	107.37	3.80	3.62	425347
(Mustang)	54009	53059	101.79	1.55	1.55	157357
(Tempo)	88916	118461	75.06	2.55	3.46	278475
(Taurus)	47799	-	-	1.37	-	1653
(LTD/Crn Vict)	62320	118023	52.80	1.79	3.45	345641
(T'Bird)	48102	49698	96.79	1.38	1.45	156356
LINCOLN	49701	55372	89.76	1.42	1.62	164295
(Mark VII)	6314	7353	85.87	.18	.22	20401
RX4 Navker	4702	864	544.21	.13	.03	8063
MERCURY	152429	175654	86.78	4.38	5.12	515895
(Lynx)	23752	23035	103.12	.68	.67	83620
(Capri)	3877	5363	72.29	.11	.16	15632
(Topaz)	20687	32489	63.67	.59	.95	73554
(Sable)	22913	-	-	.66	-	879
(Marq/Gr Marq)	43517	76247	57.07	1.26	2.21	223656
(Cougar)	37683	38522	97.82	1.08	1.13	118554
LINC/MERC DIV	206832	231890	89.19	5.93	6.77	688253
FORD MOTOR CO	640999	695018	92.23	18.37	20.30	2053082
BUICK	234822	277189	84.72	6.73	8.10	851031
(Skyhawk)	21314	30349	70.23	.61	.89	85411
(Somerset/Skylrk)	36646	27203	134.71	1.05	.79	93259
(Century)	76154	64551	118.25	2.19	1.89	233268
(Regal)	27312	32817	83.07	.78	.96	114047
(Riviera)	5679	16432	34.56	.16	.48	48891
CADILLAC	94749	91274	103.81	2.72	2.67	301220
(Cimarron)	6920	6336	109.22	.20	.19	22768
(Eldorado)	7336	20254	36.22	.22	.60	60754
(Seville)	4989	9754	51.15	.14	.28	29986
CHEVROLET	555397	517524	107.32	15.91	15.10	1658768
(Chevette)	25795	42129	61.23	.74	1.23	129007
(Celebrity)	129466	101111	128.04	3.71	2.95	360963
(Cavalier)	135791	140660	96.54	3.89	4.10	419697
(Camaro)	54146	89109	60.76	1.55	2.60	245879
(Corvette)	11034	12540	87.99	.32	.37	38042
(Monte Carlo)	33315	35404	94.10	.95	1.03	111169
GM OLDSMOBILE	336845	334465	100.71	9.65	9.77	1067881
(Firenza)	11893	20259	58.70	.34	.59	49780
(Calais)	35869	34456	104.10	1.03	1.01	122561
(Cutlass Ciera)	106678	97776	109.10	3.05	2.86	329934
(Cutlass)	71505	67810	105.45	2.05	1.98	218881
(Toronado)	4603	11671	39.44	.13	.34	32879
PONTIAC	269699	237985	113.33	7.73	6.95	785098
(1000)	7065	7263	97.27	.20	.21	22239
(Sunbird)	34227	37528	91.20	.98	1.10	115183
(Grand Am)	63697	33098	192.45	1.83	.97	116535
(6000)	55713	43714	127.45	1.60	1.28	162820
(Bonneville)	15146	16737	90.49	.43	.49	52139
(Firebird)	28776	31371	91.73	.82	.92	100049
(Fiero)	21839	30349	71.96	.63	.89	90421
GEN. MTRS CORP	1491512	1458437	102.27	42.74	42.59	4664006
Misc. Domestic	32	69	46.38	-	-	240
Other Import	940154	796660	118.01	26.95	23.27	2020416
U.S TOTAL	3489146	3424125	101.90			10888600

UNITED STATES SUMMARY

(Make Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	APRIL	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	37393	9.32	137239	173999	78.87	9.21	11.76
Plymouth	10252	2.56	37446	33512	111.74	2.51	2.26
Ford	110348	27.51	412405	407868	101.11	27.66	27.56
Chevrolet	105165	26.21	397065	378304	104.96	26.63	25.56
G.M.C	29427	7.34	109836	104671	104.93	7.37	7.07
International	5956	1.48	20279	22894	88.58	1.36	1.55
Jeep	14704	3.67	59568	50383	118.23	4.00	3.40
Mack/Midliner	2018	.50	6865	10318	66.53	.46	.70
Kenworth	1121	.28	3493	3877	90.10	.23	.26
Peterbilt	881	.22	3121	4043	77.20	.21	.27
Daimler-Benz Corp.	1818	.45	6417	7647	83.92	.43	.52
Volvo White	1069	.27	3717	4282	86.81	.25	.29
Western Star	76	.02	389	387	100.52	.03	.03
Other Imports__	80449	20.05	291187	275990	105.51	19.53	18.65
Miscellaneous Domestic	496	.12	1779	1745	101.95	.12	.12
U. S. Total	401173		1490806	1479920	100.74		

TRUCKS BY WEIGHT GROUPS--YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	95054	42185	-	-	-	-	-	-
(Dodge 1)	79914	25925	-	-	-	-	-	-
Plymouth *	37446	-	-	-	-	-	-	-
Ford	246416	148902	-	-	-	3400	10006	3681
(Ford 2)	184733	47912	-	-	-	-	-	-
Chevrolet	230223	52645	7859	130	110	2246	3681	171
(Chev 3)	178988	53650	-	-	-	-	-	-
G.M.C	52911	41852	856	86	750	1810	9019	2552
(G.M.C 4)	39642	12997	-	-	-	-	-	-
International	-	-	-	-	-	5714	6376	8189
Jeep	53806	5762	-	-	-	-	-	-
(Jeep 5)	43591	5252	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	656	666	5543
Kenworth	-	-	-	-	-	-	-	3493
Peterbilt	-	-	-	-	-	-	-	3121
Daimler-Benz Corp.	-	-	-	-	-	727	352	5338
Volvo White	-	-	-	-	-	-	390	3327
Western Star	-	-	-	-	-	-	-	389
Other Imports	284651	3919	1965	246	119	62	211	14
Miscellaneous Domestic	-	1013	-	-	-	-	30	738
Total	1000507	396278	10680	462	979	14615	30731	36554
1985 Total	957779	418463	11609	314	2232	17758	25777	45988
1986 vs '85	104.46	94.70	92.00	147.13	43.86	82.30	119.22	79.49

(Plane Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Cavallero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	21352	.61	5218	.15
Chevrolet Spectrum	25942	.74	12246	.36
Dodge Colt	18126	.52	10694	.31
Dodge Colt Vista SW	5551	.16	2582	.08
Dodge Conquest	960	.03	793	.02
Plymouth Colt	16590	.48	10312	.30
Plymouth Colt Vista SW	5220	.15	2573	.08
Plymouth Conquest	931	.03	797	.02
XR4 Merkur	4702	.13	864	.03
Total Domestic Sponsored Imports	99374	2.85	46079	1.35
OTHER IMPORTS				
Audi	22962	.66	22658	.66
BMW	28122	.81	26422	.77
Honda	190512	5.46	171601	5.01
Mazda	80712	2.31	55148	1.61
Mercedes Benz	31119	.89	28610	.84
Nissan	171065	4.90	152143	4.44
Subaru	62326	1.80	46579	1.36
Toyota	165095	4.73	152694	4.46
Volkswagen	65674	1.88	54552	1.59
Volvo	34695	.99	32367	.95
Others	87272	2.50	53906	1.57
Total Other Imports	940154	26.95	796660	23.27
GRAND TOTAL ALL IMPORT CARS	1039528	29.79	842739	24.61

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	24426	1.64	24267	1.64
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	29460	1.98	22306	1.51
Mazda	42057	2.82	34089	2.30
Mitsubishi	8953	.60	8176	.55
Nissan	69372	4.65	89508	6.05
Subaru	972	.07	1336	.09
Toyota	124047	8.32	113440	7.67
Volkswagen	3557	.24	5089	.34
Others	10152	.68	578	.04
Total Other Import Trucks	288570	19.36	274522	18.55
GRAND TOTAL ALL IMPORT TRUCKS	312996	21.00	298789	20.19

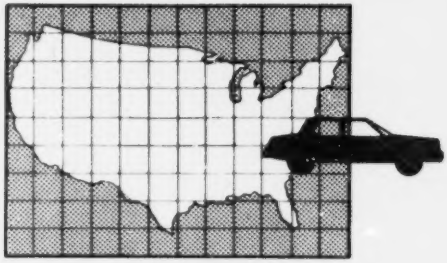
NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	67783	4.55	80559	5.44
DODGE DAKOTA	-	-	-	-
FORD RANGER	89935	6.03	98725	6.67
GMC S15	19365	1.27	18435	1.25
UNITED STATES SUMMARY	*COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SOME STATES DO NOT INDICATE FUEL USE. NO SALES REPORTED DURING THE SHUTDOWN PERIODS.			

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3983340
*1979	10356895	3472209
*1980	8760937	2476177
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128720	4048998
1985	10988606	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R-1-86
APRIL 1986 ISSUED 06/86
(1) REVISED 10/85



POLK AUTOMOTIVE MARKET INFORMATION SYSTEM

a new service providing answers to key questions...

- Is the new front wheel drive Celebrity recapturing Malibu owners?
- What are the demographic characteristics of the new Thunderbird purchasers?

...about your products as well as the products your competitors sell.

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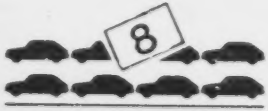
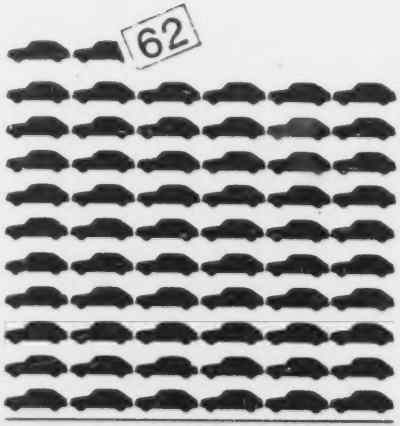
Tel. (313) 292-3200

How many new car buyers per 100 households are you getting with your media buys?



ALL HOUSEHOLDS

POLK SELECTED HOUSEHOLDS
@ 2,000,000 LEVEL



POLK SELECTED HOUSEHOLDS
@ 50,000 LEVEL

R·L·POLK & CO.
6400 Monroe Blvd. · Taylor, MI 48180
Tel. (313) 292-3200

C7715-3A MAY 1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	MAY		% '86 VS '85	% IND	
	1986	1985		1986	1985
AMC	4723	10264	46.02	.51	1.13
(Alliance)	3334	5630	59.22	.36	.62
(Encore)	843	3766	22.38	.09	.41
(Eagle)	546	868	62.90	.06	.10
CHRYSLER	29523	32524	90.77	3.22	3.57
(Laser)	2790	4945	56.42	.30	.54
(Le Baron/GTS)	13525	15116	89.47	1.48	1.66
(E/MY/S RV)	13208	12463	105.98	1.44	1.37
DODGE	40539	40081	101.14	4.42	4.40
(Daytona)	3688	4654	79.24	.40	.51
(Colt/Vista/Conq)	4229	2130	198.54	.46	.23
(Omni/Shadow)	12801	11533	110.99	1.40	1.28
(Aries)	7771	9339	83.21	.85	1.02
(Lancer)	3297	4401	74.91	.36	.48
(600)	6145	4884	125.82	.67	.54
(Diplomat)	2608	3140	83.06	.28	.34
PLYMOUTH	34811	29860	116.58	3.79	3.27
(Colt/Vista/Conq)	4243	2120	200.14	.46	.23
(Horizn/Sundance)	13818	11361	121.63	1.51	1.24
(Reliant)	11738	11211	104.70	1.28	1.23
(Caravelle)	3521	3266	107.81	.38	.36
(Gran Fury)	1491	1902	78.39	.16	.21
CHRYSLER CORP	104873	102465	102.35	11.43	11.24
FORD	111607	122346	91.22	12.16	13.42
(Escort)	32746	39702	82.48	3.56	4.36
(Mustang)	16567	13530	122.45	1.81	1.48
(Tempo)	18736	21059	88.97	2.04	2.31
(Taurus)	18510	-	-	2.02	-
(LTD/Crn Vict)	14196	33246	42.70	1.55	3.65
(T'Bird)	10852	14809	73.28	1.18	1.62
LINCOLN	12965	11020	117.65	1.41	1.21
(Mark VII)	1751	1289	136.62	.19	.14
XR4 Motor	1359	478	284.31	.15	.05
MERCURY	41078	43900	93.57	4.48	4.81
(Lynx)	4882	7456	65.48	.53	.82
(Capri)	1080	1240	87.10	.12	.14
(Topaz)	5064	5686	89.06	.55	.62
(Sable)	9054	-	-	.99	-
(Marq/Gr Marq)	11078	18688	59.28	1.21	2.04
(Cougar)	9910	10850	91.51	1.08	1.19
LINC/MERC DIV	55402	55398	100.01	6.04	6.07
FORD MOTOR CO	167009	177744	93.96	18.20	19.49
BUICK	63479	78249	81.12	6.92	8.58
(Skyhawk)	6893	8507	81.03	.75	.93
(Somerset/Skylrk)	10452	12356	84.59	1.14	1.35
(Century)	19871	18401	107.99	2.16	2.02
(Regal)	6239	8670	71.96	.68	.95
(Riviera)	1244	3988	31.19	.14	.44
CADILLAC	23457	25220	93.01	2.56	2.77
(Cimarron)	1901	2321	81.90	.21	.25
(Eldorado)	1567	6188	25.32	.17	.69
(Seville)	1280	3004	42.61	.14	.33
CHEVROLET	148451	147053	100.95	16.17	16.12
(Chevette)	5645	8565	65.91	.62	.94
(Celebrity)	35797	30142	118.76	3.90	3.31
(Cavalier)	30759	45583	67.48	3.35	4.99
(Camaro)	18111	23262	77.86	1.97	2.55
(Corvette)	3346	3411	98.09	.36	.37
(Monte Carlo)	9656	10467	92.25	1.05	1.15
OLDSMOBILE	95129	96881	98.19	10.37	10.62
(Firenza)	3642	5250	69.37	.40	.58
(Calais)	11695	15785	74.09	1.27	1.73
(Cutlass Ciera)	28039	28543	98.23	3.06	3.12
(Cutlass)	18337	18186	100.83	2.00	1.99
(Toronado)	1122	2793	40.17	.12	.31
PONTIAC	74286	72681	102.21	8.10	7.97
(1000)	1440	1655	87.01	.16	.18
(Sunbird)	9354	13010	71.90	1.02	1.43
(Grand AM)	19191	10704	179.29	2.09	1.17
(6000)	14786	13312	111.07	1.61	1.46
(Bonneville)	3434	4376	78.47	.37	.48
(Firebird)	9258	10036	92.25	1.01	1.10
(Fiero)	6484	10028	64.66	.71	1.10
GEN. MTRS CORP.	404802	420084	96.36	44.12	46.06
Misc. Domestic	5	22	22.73	-	-
Other Import	236167	201353	117.29	25.74	22.08
U.S. TOTAL	917579	911932	100.62		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% 2ND		YEAR END
	1986	1985		1986	1985	1985
AMC	30125	57586	52.31	.68	1.33	128318
(Alliance)	20646	30918	66.78	.47	.71	73472
(Encore)	5790	20806	27.83	.13	.48	41534
(Eagle)	3689	5862	62.95	.08	.13	13312
CHRYSLER	140265	145930	96.12	3.18	3.37	371292
(Laser)	12025	25201	47.72	.27	.58	50870
(Le Baron/GTS)	63280	57940	119.57	1.57	1.34	154217
(E/NY/5 Av)	58961	62789	93.90	1.34	1.45	166205
DODGE	193402	210693	91.79	4.39	4.85	478037
(Daytona)	15537	23114	67.22	.35	.53	48784
(Colt/Vista/Cong)	28866	16139	178.20	.66	.37	52282
(Omni/Shadow)	51572	67231	76.71	1.16	1.55	127241
(Aries)	41255	49494	83.35	.94	1.14	114289
(Lancer)	20304	14333	141.66	.46	.33	47325
(600)	25050	24639	101.67	.57	.57	54681
(Diplomat)	10818	15683	68.98	.25	.36	33435
PLYMOUTH	162252	172461	94.08	3.68	3.98	375218
(Colt/Vista/Cong)	26984	15802	170.76	.61	.36	48952
(Horizn/Sundance)	55036	71176	76.66	1.25	1.66	135366
(Reliant)	57937	61061	94.88	1.31	1.41	137213
(Caravelle)	16287	15767	103.30	.37	.36	35501
(Gran Fury)	6008	8055	74.59	.14	.19	16177
CHRYSLER CORP	495920	529064	93.73	11.25	12.20	1222538
FORD	545774	585474	93.22	12.39	13.50	1364829
(Escort)	165767	163589	101.33	3.77	3.76	425347
(Mustang)	70576	66589	105.99	1.60	1.54	157357
(Tempo)	107652	139520	77.16	2.44	3.22	278475
(Taurus)	66309	-	-	1.50	-	1653
(LTD/Crn Vict)	76516	151269	50.58	1.74	3.49	345641
(T'Bird)	58954	64507	91.39	1.34	1.49	156356
LINCOLN	62665	66392	94.39	1.42	1.53	164295
(Mark VII)	8075	8642	93.44	.18	.20	20401
XR4 Merkur	6061	1342	451.64	.14	.03	8063
MERCURY	193507	219554	88.14	4.39	5.07	515895
(Lynx)	28634	30489	93.92	.65	.70	83620
(Capri)	4957	6603	75.07	.11	.15	15632
(Topaz)	25751	38175	67.46	.58	.88	73554
(Sable)	31977	-	-	.73	-	879
(Marq/Gr Marq)	54595	94935	57.51	1.24	2.20	223656
(Cougar)	47593	49352	96.44	1.08	1.14	118554
LINC/MERC DIV	262234	287288	91.28	5.95	6.63	688253
FORD MOTOR CO	807008	872762	92.58	18.34	20.13	2053082
BUICK	298301	355438	83.92	6.77	8.20	851031
(Skyhawk)	28207	38856	72.59	.64	.90	85411
(Somerset/Skylrk)	47098	39559	119.06	1.07	.91	93259
(Century)	96205	82952	115.98	2.18	1.91	233268
(Regal)	33551	41547	80.75	.76	.96	114047
(Riviera)	6923	20420	33.90	.16	.47	48891
CADILLAC	118206	116494	101.47	2.68	2.69	301228
(Cimarron)	8821	8657	101.89	.20	.20	22760
(Eldorado)	8903	26442	33.67	.20	.62	60756
(Seville)	6269	12758	49.14	.14	.29	29986
CHEVROLET	703848	664577	105.91	15.98	15.32	1658768
(Chevette)	31440	50694	62.02	.71	1.17	129007
(Celebrity)	165263	131253	125.91	3.75	3.03	360963
(Cavalier)	166550	186243	89.43	3.78	4.28	419697
(Camaro)	72257	112371	64.30	1.64	2.59	245879
(Corvette)	13580	15513	90.15	.31	.36	38042
(Monte Carlo)	42971	45871	93.68	.98	1.06	111169
OLDSMOBILE	431974	431346	100.15	9.80	9.95	1067881
(Firenza)	15535	25509	60.90	.35	.59	49780
(Calais)	47564	50241	94.67	1.08	1.16	122561
(Cutlass Ciera)	134717	126319	106.65	3.06	2.92	329934
(Cutlass)	89842	85996	104.47	2.04	1.98	218881
(Toronado)	5725	14464	39.58	.13	.33	32879
PONTIAC	343985	310666	110.73	7.81	7.16	785098
(1000)	8505	8918	95.37	.19	.21	22239
(Sunbird)	43581	50538	86.23	.99	1.17	115183
(Grand Am)	82888	43802	189.23	1.89	1.01	116535
(6000)	70499	57026	123.63	1.60	1.30	162628
(Bonneville)	18580	21113	88.00	.42	.49	52739
(Firebird)	38034	41407	91.85	.86	.95	100049
(Fiero)	28323	40377	70.15	.64	.93	90421
GEN. MTRS. CORP	1896314	1878521	100.95	43.04	43.32	4664006
Misc. Domestic	37	91	40.66	-	-	248
Other Import	1176321	998013	117.87	26.69	23.02	2820416
U.S. TOTAL	4406725	4336057	101.63			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	MAY	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	40378	9.92	177617	217614	81.62	9.36	11.71
Plymouth	9827	2.41	47273	43412	108.89	2.49	2.34
Ford	117527	28.85	529932	508620	104.19	27.91	27.36
Chevrolet	110125	27.04	507190	481048	105.43	26.72	25.89
G.M.C.	27538	6.76	137374	133406	102.97	7.24	7.18
International	5210	1.28	25489	28731	88.72	1.34	1.55
Jeep	13602	3.34	73170	64126	114.10	3.86	3.45
Mack/Midliner	1983	.49	8648	12849	68.86	.47	.69
Kenworth	870	.21	4563	4787	91.14	.23	.26
Peterbilt	809	.20	3930	5197	75.62	.21	.28
Daimler-Benz Corp.	1914	.47	8331	9444	88.21	.44	.51
Volvo White	835	.21	4552	5239	86.89	.24	.28
Western Star	74	.02	463	484	95.66	.02	.03
Other Imports	76112	18.69	367299	341063	107.69	19.35	18.35
Miscellaneous Domestic	435	.11	2214	2291	96.64	.12	.12
U. S. Total	407239		1898045	1858311	102.14		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	120829	56788	-	-	-	-	-	-
(Dodge 1)	102445	36480	-	-	-	-	-	-
Plymouth *	47273	-	-	-	-	-	-	-
Ford	316705	190438	-	-	-	4188	13890	4711
(Ford 2)	238992	61451	-	-	-	-	-	-
Chevrolet	294637	194123	10596	147	132	2736	4602	217
(Chev 3)	229804	69218	-	-	-	-	-	-
G.M.C.	66748	52675	1107	105	1159	2192	10171	3217
(G.M.C 4)	50115	16446	-	-	-	-	-	-
International	-	-	-	-	-	6834	8300	10355
Jeep	66212	6958	-	-	-	-	-	-
(Jeep 5)	54125	6326	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	898	921	7029
Kenworth	-	-	-	-	-	-	-	4363
Peterbilt	-	-	-	-	-	-	-	3930
Daimler-Benz Corp.	-	-	-	-	-	872	533	6926
Volvo White	-	-	-	-	-	-	461	4091
Western Star	-	-	-	-	-	-	-	463
Other Imports	359342	4675	2486	295	148	74	262	17
Miscellaneous Domestic	-	1311	-	-	-	-	37	866
Total	1271746	506968	14189	547	1439	17794	39177	46185
1985 Total	1202149	526229	14707	385	2140	21781	32442	57870
1986 vs '85	105.79	96.34	96.48	142.08	52.52	81.70	120.76	79.80

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling
Oklahoma in 1985 and 1986.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	27725	.83	6353	.15
Chevrolet Spectrum	33408	.76	16075	.37
Dodge Colt	20903	.47	12135	.28
Dodge Colt Vista SW	6771	.15	3092	.07
Dodge Conquest	1186	.03	972	.02
Plymouth Colt	19347	.44	11730	.27
Plymouth Colt Vista SW	6499	.15	3095	.07
Plymouth Conquest	1138	.03	979	.02
XR4 Merkur	6061	.14	1342	.03
Total Domestic Sponsored Imports	125044	2.79	55751	1.29
OTHER IMPORTS				
Audi	28253	.64	29097	.67
BMW	35865	.81	33336	.77
Honda	236780	5.37	215289	4.97
Mazda	94287	2.14	67596	1.56
Mercedes Benz	38013	.86	35752	.82
Nissan	211177	4.79	186609	4.30
Subaru	75672	1.72	58085	1.34
Toyota	210414	4.77	193509	4.46
Volkswagen	84079	1.91	70228	1.62
Volvo	44236	1.00	40494	.93
Others	117515	2.67	68018	1.57
Total Other Imports	1176321	26.69	998013	23.02
GRAND TOTAL ALL IMPORT CARS	1299365	29.49	1053764	24.30

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	30607	1.61	29971	1.61
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	36156	1.90	28493	1.53
Mazda	55484	2.92	41700	2.24
Mitsubishi	12310	.65	10575	.57
Nissan	87463	4.61	109246	5.88
Subaru	1195	.06	1665	.09
Toyota	153605	8.09	140240	7.55
Volkswagen	4579	.24	6587	.35
Others	13225	.70	658	.04
Total Other Import Trucks	364017	19.18	339164	18.25
GRAND TOTAL ALL IMPORT TRUCKS	394624	20.79	369135	19.86

NEW DOMESTIC LIGHT TRUCKS
(0-6,000 LBS)

CHEVROLET S10	87352	4.60	96605	5.20
DODGE DAKOTA	-	-	-	-
FORD RANGER	115478	6.08	115193	6.20
GMC S15	20106	1.06	22468	1.21

UNITED STATES SUMMARY

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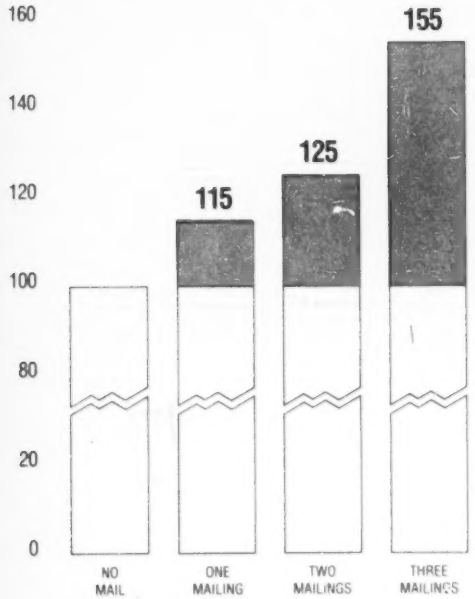
NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8824186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. R 1-86
MAY 1986 ISSUED 07/86
(1) REVISED 10/85

4

CONSIDERATION...



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5

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C7715-3-A

JUNE
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JUNE		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	5305	9778	54.25	.52	1.06
(Alliance)	3843	5288	72.67	.38	.58
(Encore)	909	3729	24.38	.09	.40
(Eagle)	553	761	72.67	.05	.08
CHRYSLER	31285	32928	95.01	3.09	3.57
(Laser)	2818	3913	72.02	.28	.42
(Le Baron/GTS)	13650	15551	87.78	1.35	1.69
(E/NY/S AY)	14817	13464	110.05	1.46	1.46
DODGE	47193	36504	129.28	4.67	3.96
(Daytona)	4003	3678	108.84	.40	.40
(Colt/Vista/Conq)	4973	3424	145.24	.49	.37
(Omni/Shadow)	14746	8478	173.93	1.47	.93
(Aries)	9855	7649	128.84	.97	.83
(Lancer)	3375	5539	60.93	.35	.60
(600)	7537	4647	162.19	.74	.50
(Diplomat)	2704	3089	87.54	.27	.33
PLYMOUTH	39911	26066	153.12	3.94	2.82
(Colt/Vista/Conq)	4496	3167	141.96	.44	.34
(Horizn/Sundance)	16831	8884	189.45	1.66	.96
(Reliant)	13077	9085	143.94	1.29	.99
(Caravelle)	3906	3077	126.94	.39	.33
(Gran Fury)	1601	1853	86.40	.16	.20
CHRYSLER CORP.	118389	95498	123.97	11.70	10.35
FORD	121877	118758	102.63	12.05	12.87
(Escort)	36061	43285	83.31	3.56	4.69
(Mustang)	16849	14230	118.40	1.67	1.54
(Tempo)	20115	16596	121.20	1.99	1.80
(Taurus)	22731	-	-	2.25	-
(LTD/Crn Vict)	13739	30812	44.59	1.36	3.34
(T'Bird)	12382	13835	89.50	1.22	1.50
LINCOLN	13620	11325	120.26	1.35	1.23
(Mark VII)	1840	1432	128.49	.19	.16
XR4 Merkur	1569	576	272.40	.16	.06
MERCURY	44715	42018	106.42	4.41	4.55
(Lynx)	5454	8545	63.83	.54	.93
(Capri)	1109	1067	103.94	.11	.12
(Topaz)	5994	4347	137.89	.59	.47
(Sable)	9761	-	-	.96	-
(Marq/Gr Marq)	11251	17766	63.33	1.11	1.91
(Cougar)	11146	10293	108.29	1.10	1.12
LINC/MERC. DIV.	59904	53919	111.10	5.92	5.84
FORD MOTOR CO.	181781	172677	105.27	17.97	18.71
BUICK	70253	73423	95.68	6.94	7.96
(Skyhawk)	7505	6468	116.03	.74	.70
(Somerset/Skylrk)	13372	11400	117.30	1.32	1.24
(Century)	20649	19383	106.53	2.05	2.10
(Regal)	7005	9274	75.53	.69	1.00
(Riviera)	1352	4132	32.72	.13	.45
CADILLAC	24252	25613	94.69	2.40	2.78
(Cimarron)	2175	1738	125.14	.21	.19
(Eldorado)	1489	6671	22.32	.15	.72
(Seville)	1268	3300	38.42	.13	.36
CHEVROLET	162443	139207	116.67	16.05	15.07
(Chevette)	5215	9146	57.02	.52	.99
(Celebrity)	39004	31738	122.89	3.84	3.44
(Cavalier)	36201	35324	102.48	3.58	3.81
(Camaro)	19017	21932	86.71	1.88	2.38
(Corvette)	3368	3339	100.87	.33	.36
(Monte Carlo)	9999	10223	97.81	.99	1.11
OLDSMOBILE	98114	96408	101.77	9.70	10.45
(Firenza)	3775	3785	99.74	.37	.41
(Calais)	12121	14078	86.10	1.20	1.53
(Cutlass Ciera)	29447	29901	98.48	2.92	3.24
(Cutlass)	20267	18939	107.01	2.00	2.05
(Toronado)	1007	2746	36.67	.10	.30
PONTIAC	78993	67104	117.72	7.81	7.27
(1000)	1412	1917	73.66	.14	.21
(Sunbird)	11856	9948	119.18	1.17	1.08
(Grand Am)	19507	9591	203.39	1.94	1.04
(6000)	16828	13451	125.11	1.66	1.46
(Bonneville)	3416	4554	75.01	.34	.49
(Firebird)	10163	10103	100.59	1.00	1.09
(Fiero)	6686	7755	86.22	.66	.84
GEN MTRS CORP.	434055	401785	108.03	42.90	43.53
Misc. Domestic	9	14	64.29	-	-
Other Import	272298	243158	111.98	26.91	26.35
U.S. TOTAL	1011837	922910	109.64		

R. L. POLK & CO. 1983

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	35430	67364	52.59	.65	1.28	128318
(Alliance)	24489	36206	67.64	.45	.68	73472
(Encore)	6699	24535	27.30	.12	.47	41534
(Eagle)	4242	6623	64.05	.08	.13	13312
CHRYSLER	171551	178858	95.91	3.17	3.40	371292
(Laser)	14843	29114	50.98	.27	.55	50870
(Le Baron/GTS)	82930	73491	112.84	1.54	1.40	154217
(E/NY/S AV)	73778	76253	96.75	1.36	1.45	166205
DODGE	240595	247197	97.33	4.44	4.70	478037
(Daytona)	19540	26[illegible]2	72.93	.36	.51	48784
(Colt/Vista/Conq)	33839	19623	172.45	.62	.37	52282
(Omni/Shadow)	66318	75709	87.60	1.23	1.43	127241
(Aries)	51110	57143	89.44	.94	1.09	114289
(Lancer)	23679	19872	119.16	.44	.38	47325
(600)	32587	29286	111.27	.60	.56	54681
(Diplomat)	13522	18772	72.03	.25	.36	33435
PLYMOUTH	202163	198527	101.83	3.73	3.78	373209
(Colt/Vista/Conq)	31480	18969	165.95	.58	.36	48952
(Horizn/Sundance)	71867	80660	89.10	1.33	1.54	135366
(Reliant)	71014	70146	101.24	1.31	1.33	137213
(Caravelle)	20193	18844	107.16	.37	.36	35501
(Gran Fury)	7609	9908	76.80	.14	.19	16177
CHRYSLER CORP.	614309	624582	98.36	11.34	11.88	1222538
FORD	667651	704232	94.81	12.32	13.39	1364829
(Escort)	201828	206874	97.56	3.72	3.93	425347
(Mustang)	87425	80819	108.17	1.61	1.54	157357
(Tempo)	127767	156116	81.84	2.36	2.97	278475
(Taurus)	89040	-	-	1.64	-	1653
(LTD/Crn Vict)	90255	182081	49.57	1.67	3.46	345641
(T'Bird)	71336	78342	91.06	1.32	1.49	156356
LINCOLN	76286	77717	98.16	1.41	1.48	164295
(Mark VII)	9915	10074	98.42	.19	.19	20401
REMAINDER	7630	1918	397.81	.14	.04	8063
MERCURY	238222	261572	91.07	4.40	4.97	515895
(Lynx)	34088	39034	87.33	.63	.74	83620
(Capri)	6066	7670	79.09	.11	.15	15632
(Topaz)	31745	42522	74.66	.59	.81	73554
(Sable)	41738	-	-	.77	-	879
(Marq/Gr Marq)	65846	112701	58.43	1.22	2.14	223656
(Cougar)	58739	59645	98.48	1.08	1.13	118554
LINC/MERC. DIV.	322138	341207	94.41	5.95	6.49	688253
FORD MOTOR CO.	989789	1045439	94.68	18.27	19.88	2053082
BUICK	368554	428861	85.94	6.80	8.15	851031
(Skyhawk)	35712	45324	78.79	.66	.86	85411
(Somerset/Skylrk)	60470	50959	118.66	1.12	.97	93259
(Century)	116854	102335	114.19	2.15	1.94	233268
(Regal)	40556	50821	79.80	.75	.97	114047
(Riviera)	8275	24552	33.70	.15	.47	48891
CADILLAC	142458	142107	100.25	2.63	2.70	301228
(Cimarron)	10996	10395	105.78	.20	.20	22768
(Eldorado)	10392	33113	31.38	.19	.62	60754
(Seville)	7537	16058	46.94	.14	.31	29986
CHEVROLET	866291	803814	107.77	15.99	15.29	1658768
(Chevette)	36655	59840	61.26	.68	1.14	129007
(Celebrity)	204267	162991	125.32	3.77	3.10	360963
(Cavalier)	202751	221567	91.51	3.74	4.21	419697
(Camaro)	91274	134303	67.96	1.68	2.55	245879
(Corvette)	17748	19290	92.01	.33	.37	38042
(Monte Carlo)	52970	56094	94.43	.98	1.07	111169
OLDSMOBILE	530088	527754	100.44	9.78	10.04	1067881
(Firenza)	19310	29294	65.92	.36	.56	49780
(Calais)	59685	84319	92.80	1.10	1.22	122561
(Cutlass Ciera)	164164	156220	105.09	3.03	2.97	329934
(Cutlass)	110109	104935	104.93	2.03	2.00	218881
(Toronado)	6732	17210	39.12	.12	.33	32879
PONTIAC	422978	377770	111.97	7.81	7.18	785098
(1000)	9917	10835	91.53	.18	.21	22239
(Sunbird)	55437	60486	91.65	1.02	1.15	115183
(Grand Am)	102395	53393	191.78	1.89	1.02	116535
(6000)	87327	70477	123.91	1.61	1.32	162828
(Bonneville)	21996	25667	85.70	.41	.49	52739
(Firebird)	48197	51510	93.57	.89	.98	100049
(Fiero)	35009	48132	72.74	.65	.92	90421
GEN. MTRS CORP.	2330369	2280306	102.20	43.01	43.36	4664006
Misc. Domestic	46	105	43.81	-	-	248
Other Import	1448619	1241171	116.71	26.73	23.60	2820416
U.S. TOTAL	5418562	5258967	103.03			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JUNE	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	42432	9.78	220049	262018	83.98	9.44	11.61
Plymouth	10646	2.45	57919	53969	107.32	2.48	2.39
Ford	123366	28.42	653298	616081	106.04	28.02	27.28
Chevrolet	116737	26.90	623927	587863	106.13	26.75	26.04
G.M.C.	31736	7.31	169110	163421	103.48	7.25	7.24
International	5323	1.23	30812	34653	88.92	1.32	1.54
Jeep	14915	3.44	88085	80135	109.92	3.78	3.55
Mack/Midliner	2129	.49	10977	15899	69.04	.47	.70
Kenworth	775	.18	5138	5650	90.94	.22	.25
Peterbilt	752	.17	4682	6273	74.64	.20	.28
Daimler-Benz Corp.	2040	.47	10371	11525	89.99	.44	.51
Volvo White	937	.22	5489	6271	87.53	.24	.28
Western Star	76	.02	539	581	92.77	.02	.03
Other Imports	81544	18.79	448843	410347	109.38	19.25	18.16
Miscellaneous Domestic	581	.13	2795	2809	99.50	.12	.12
U. S. Total	433989		2332034	2257495	103.30		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	147764	72285	-	-	-	-	-	-
(Dodge 1)	125889	47342	-	-	-	-	-	-
Plymouth *	57919	-	-	-	-	-	-	-
Ford	392376	233681	-	-	-	5003	16572	5666
(Ford 2)	297124	75273	-	-	-	-	-	-
Chevrolet	362355	239063	13344	157	162	3167	5431	248
(Chev 3)	283269	86108	-	-	-	-	-	-
G.M.C.	82593	65580	1390	120	1764	2589	11353	3721
(G.M.C 4)	62102	20758	-	-	-	-	-	-
International	-	-	-	-	-	8036	10186	12590
Jeep	79893	8192	-	-	-	-	-	-
(Jeep 5)	65714	7407	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1167	1165	8645
Kenworth	-	-	-	-	-	-	-	5138
Peterbilt	-	-	-	-	-	-	-	4682
Daimler-Benz Corp.	-	-	-	-	-	1015	697	8659
Volvo White	-	-	-	-	-	-	522	4967
Western Star	-	-	-	-	-	-	-	539
Other Imports	439467	5426	2959	359	169	106	335	22
Miscellaneous Domestic	-	1646	-	-	-	-	48	1101
Total	1562367	625873	17693	636	2095	21083	46309	55978
1985 Total	1460468	639943	18171	468	3384	26101	38598	70362
1986 vs '85	106.98	97.80	97.37	135.90	61.91	80.77	119.98	79.56

(Memo Total)-To be included in GVW 1,2 & 3
1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro

* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

NEW IMPORTED CARS LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	34222	.63	7705	.15
Chevrolet Spectrum	41216	.76	20425	.39
Dodge Colt	24148	.45	14400	.27
Dodge Colt Vista SW	8259	.15	4017	.08
Dodge Conquest	1432	.03	1206	.02
Plymouth Colt	22153	.41	13799	.26
Plymouth Colt Vista SW	7964	.15	3990	.08
Plymouth Conquest	1363	.03	1180	.02
XR4 Merkur	7630	.14	1918	.04
Total Domestic Sponsored Imports	148387	2.74	68640	1.31
OTHER IMPORTS				
Audi	33660	.62	36247	.69
BMW	44164	.82	40929	.78
Honda	286189	5.28	261689	4.98
Mazda	110609	2.04	82702	1.57
Mercedes Benz	44969	.83	43219	.82
Nissan	261516	4.83	236748	4.50
Subaru	89137	1.65	71270	1.36
Toyota	265532	4.90	247083	4.70
Volkswagen	104040	1.92	87702	1.67
Volvo	55735	1.03	49827	.95
Others	153068	2.82	83755	1.59
Total Other Imports	1448619	26.73	1241171	23.60
	-		-	
GRAND TOTAL ALL IMPORT CARS	1597006	29.47	1309811	24.91

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	37028	1.59	35142	1.56
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	42331	1.82	34495	1.53
Mazda	69236	2.97	51258	2.27
Mitsubishi	15039	.64	12461	.55
Nissan	106449	4.56	128281	5.68
Subaru	1442	.06	1944	.09
Toyota	187343	8.03	170492	7.55
Volkswagen	5889	.25	8252	.37
Others	17164	.74	782	.03
Total Other Import Trucks	444893	19.08	407965	18.07
	-		-	
GRAND TOTAL ALL IMPORT TRUCKS	481921	20.67	443107	19.63

NEW DOMESTIC LIGHT TRUCKS (0-10,000 LBS)

CHEVROLET S10	106502	4.57	109742	4.86
DODGE DAKOTA	14	-	-	-
FORD RANGER	140809	6.04	131270	5.81
GMC S15	24503	1.05	25441	1.13
UNITED STATES SUMMARY				

"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY. SUPPLIED TO SUBSCRIBERS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443919	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048898
1985	10888600	4875192

TOTALS INCLUDE ALASKA & HAWAII
OKLAHOMA NOT AVAILABLE
R. L. POLK & CO.
JUNE 1986 ISSUED 08/86
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JULY
1986

pocket summary

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new cars

new trucks

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POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	JULY		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	5202	9375	55.49	.56	.99
(Alliance)	3648	4936	73.91	.39	.52
(Encore)	1079	3514	30.71	.12	.37
(Eagle)	475	925	51.35	.05	.10
CHRYSLER	31341	32993	94.99	3.35	3.48
(Laser)	2621	3734	70.19	.28	.39
(Le Baron/GTS)	13620	15178	89.74	1.46	1.61
(E/MY/S AY)	15100	14081	107.24	1.61	1.48
DODGE	42802	37398	114.45	4.59	3.93
(Daytona)	3936	3761	104.65	.42	.40
(Colt/Vista/Conq)	4959	4150	119.49	.53	.44
(Omni/Shadow)	13388	8014	167.06	1.44	.84
(Aries)	8620	8276	104.16	.92	.86
(Lancer)	3601	5336	67.49	.39	.56
(600)	5604	4547	123.25	.60	.48
(Diplomat)	2694	3314	81.29	.29	.35
PLYMOUTH	34124	25633	128.13	3.65	2.81
(Colt/Vista/Conq)	4728	3953	119.61	.51	.42
(Horizn/Sundance)	15904	8697	182.87	1.69	.92
(Reliant)	9034	9736	92.79	.97	1.03
(Caravelle)	3137	2598	120.75	.34	.27
(Gran Fury)	1321	1649	80.11	.14	.17
CHRYSLER CORP.	108267	97024	111.59	11.59	10.22
FORD	115631	109675	105.43	12.37	11.56
(Escort)	32712	33485	97.69	3.49	3.53
(Mustang)	16038	14436	111.10	1.72	1.52
(Tempo)	20611	17999	114.51	2.21	1.90
(Taurus)	21404	-	-	2.29	-
(LTD/Crn Vict)	13357	30024	44.49	1.43	3.16
(T'Bird)	11509	13731	83.82	1.23	1.45
LINCOLN	12609	13469	93.61	1.35	1.42
(Mark VII)	1738	1841	94.41	.19	.19
XR4 Marker	1205	843	142.94	.13	.09
MERCURY	42290	43786	96.58	4.53	4.61
(Lynx)	5066	6786	74.65	.54	.71
(Capri)	1141	1306	87.37	.12	.14
(Topaz)	6245	4709	132.62	.67	.50
(Sable)	8134	-	-	.87	-
(Marq/Gr Marq)	10891	19653	55.42	1.17	2.07
(Cougar)	10813	11332	95.42	1.16	1.19
LINC/MERC. DIV.	56104	58098	96.57	6.01	6.12
FORD MOTOR CO.	171735	167773	102.36	18.38	17.68
BUICK	61155	73853	82.81	6.55	7.78
(Skyhawk)	5964	7709	77.36	.64	.81
(Somerset/Skylrk)	11030	6241	176.73	1.18	.66
(Century)	17660	20916	84.43	1.89	2.20
(Regal)	6419	9458	67.87	.69	1.00
(Riviera)	14424	4971	28.65	.15	.52
CADILLAC	21492	27333	78.63	2.30	2.88
(Cimarron)	1811	1748	103.60	.20	.18
(Eldorado)	1611	5845	27.56	.17	.62
(Seville)	1228	2713	45.26	.13	.29
CHEVROLET	147047	141341	104.04	15.73	14.90
(Chevette)	4780	10008	47.76	.51	1.05
(Celebrity)	33654	34903	96.42	3.60	3.70
(Cavalier)	33834	29785	113.59	3.61	3.14
(Camaro)	15796	21952	71.96	1.69	2.31
(Corvette)	2822	3461	81.54	.30	.38
(Monte Carlo)	9021	10365	87.03	.97	1.09
OLDSMOBILE	86246	96088	89.76	9.23	10.12
(Firenza)	2715	3765	72.11	.29	.40
(Calais)	10761	8101	132.80	1.15	.85
(Cutlass Ciera)	25891	30869	83.87	2.78	3.25
(Cutlass)	17218	19280	89.30	1.84	2.03
(Toronado)	1064	3071	34.65	.11	.32
PONTIAC	72668	61790	117.60	7.78	6.51
(1000)	1373	1992	68.93	.15	.21
(Sunbird)	11587	7876	147.12	1.24	.83
(Grand Am)	16252	5209	312.00	1.74	.55
(6000)	16493	14946	110.35	1.77	1.57
(Bonneville)	2998	4337	69.13	.32	.46
(Firebird)	9323	10007	93.16	1.00	1.05
(Fiero)	6114	7481	81.73	.65	.79
GEN. MTRS. CORP.	388608	400405	97.05	41.59	42.19
Misc. Domestic	6	26	23.08	-	-
Other Import	260426	274530	94.86	27.88	28.92
U.S. TOTAL	934243	949133	98.43		

UNITED STATES SUMMARY
JULY 1986 ISSUED 09/86

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NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END
	1986	1985		1986	1985	1985
A.M.C.	40632	76739	52.95	.64	1.24	128318
(Alliance)	28137	41142	68.39	.45	.67	73472
(Encore)	7778	28049	27.73	.12	.45	41534
(Eagle)	4717	7548	62.49	.07	.12	13312
CHRYSLER	202892	211851	95.77	3.19	3.41	371292
(Laser)	17464	32848	53.17	.27	.53	50870
(Le Baron/GTS)	96550	88669	108.89	1.52	1.43	154217
(E/NY/5 AV)	88878	90334	98.39	1.40	1.45	166205
DODGE	283397	284595	99.58	4.46	4.58	478037
(Daytona)	23476	30553	76.84	.37	.49	48784
(Colt/Vista/Conq)	38798	23773	163.20	.61	.38	52282
(Omni/Shadow)	79706	83723	95.20	1.25	1.35	127241
(Aries)	59730	65419	91.30	.94	1.05	114289
(Lancer)	27280	25208	108.22	.43	.41	47325
(600)	38191	33833	112.88	.60	.54	54681
(Diplomat)	16216	22086	73.42	.26	.36	33435
PLYMOUTH	236287	225160	104.94	3.72	3.63	373209
(Colt/Vista/Conq)	36208	22922	157.96	.57	.37	48952
(Horizn/Sundance)	87771	89357	98.23	1.38	1.43	135366
(Reliant)	80048	79882	100.21	1.26	1.29	137213
(Caravelle)	23330	21442	108.81	.37	.35	35501
(Gran Fury)	8930	11557	77.27	.14	.19	16177
CHRYSLER CORP.	722576	721606	100.13	11.37	11.62	1222538
FORD	763282	813907	93.78	12.33	13.11	1364829
(Escort)	234540	240359	97.58	3.69	3.88	425347
(Mustang)	103463	95255	108.62	1.63	1.53	157357
(Tempo)	148378	174115	85.22	2.34	2.80	278475
(Taurus)	110444	-	-	1.74	-	1653
(LTD/Crn Vict)	103612	212105	48.85	1.63	3.42	345641
(T'Bird)	82845	92073	89.98	1.30	1.48	156356
LINCOLN	88895	91186	97.49	1.40	1.47	164295
(Mark VII)	11653	11915	97.80	.18	.19	20401
REX Marks	8835	2761	319.99	.14	.04	8063
MERCURY	280512	305358	91.86	4.41	4.92	515895
(Lynx)	39154	45820	85.45	.62	.74	83620
(Capri)	7207	8976	80.29	.11	.14	15632
(Topaz)	37590	47231	80.43	.60	.76	73554
(Sable)	49872	-	-	.79	-	879
(Marq/Gr Marq)	76737	132354	57.98	1.20	2.14	223656
(Cougar)	69552	70977	97.99	1.09	1.14	118554
LINC/MERC. DIV.	378242	399305	94.73	5.95	6.43	688253
FORD MOTOR CO.	1161524	1213212	95.74	18.28	19.54	2053082
BUICK	429709	502714	85.48	6.76	8.10	851031
(Skyhawk)	41676	53033	78.59	.66	.85	85411
(Somerset/Skylrk)	71500	57200	125.00	1.13	.92	93259
(Century)	134514	123251	109.14	2.11	1.99	233268
(Regal)	46975	60279	77.93	.74	.97	114047
(Riviera)	9699	29523	32.85	.15	.48	48891
CADILLAC	163950	169440	96.76	2.58	2.73	301226
(Cimarron)	12807	12143	105.47	.20	.20	22768
(Eldorado)	12003	38958	30.81	.19	.63	60754
(Seville)	8765	18771	46.69	.14	.30	29986
CHEVROLET	1013338	945155	107.21	15.97	15.23	1658768
(Chevette)	41435	69848	59.32	.65	1.13	129307
(Celebrity)	237921	197894	120.23	3.77	3.19	360963
(Cavalier)	236585	251352	94.12	3.72	4.04	419697
(Camaro)	107070	156255	68.52	1.69	2.52	245879
(Corvette)	20570	22751	90.41	.32	.37	38042
(Monte Carlo)	61991	66459	93.28	.98	1.07	111169
OLDSMOBILE	616334	623842	98.80	9.70	10.05	1067881
(Firenza)	22025	33059	66.62	.35	.53	49780
(Calais)	70446	72422	97.27	1.11	1.17	122561
(Cutlass Ciera)	190055	187089	101.59	2.99	3.01	329934
(Cutlass)	127327	124215	102.51	2.00	2.00	218881
(Toronado)	7796	20281	38.44	.12	.33	32879
PONTIAC	495646	439560	112.76	7.80	7.08	785098
(1000)	11290	12827	88.02	.18	.21	22239
(Sunbird)	67024	68362	98.04	1.06	1.10	115183
(Grand Am)	118647	58602	202.46	1.86	.94	116535
(6000)	103820	85423	121.54	1.63	1.38	162828
(Bonneville)	24994	30004	83.30	.39	.48	52739
(Firebird)	57520	61517	93.50	.91	.99	100049
(Fiero)	41123	55613	73.94	.65	.90	90421
GEN. MTRS. CORP.	2718977	2680711	101.43	42.81	43.19	4664006
Misc. Domestic	52	131	39.69	-	-	248
Other Import	1709044	1515701	112.76	26.80	24.41	2820416
U.S. TOTAL	6352805	6208160	102.33			10888609

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	JULY	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	37208	9.18	257257	308043	83.51	9.40	11.43
Plymouth	8821	2.18	66740	64733	103.10	2.44	2.40
Ford	116914	28.84	770212	729755	105.54	28.13	27.08
Chevrolet	106628	26.31	730555	710550	102.82	26.69	26.38
G.M.C.	28784	7.10	197894	196383	100.77	7.23	7.29
International	5479	1.35	36291	40462	89.69	1.33	1.50
Jeep	14900	3.68	102985	94550	108.92	3.76	3.51
Mack/Midliner	1954	.48	12941	18562	69.72	.47	.69
Kenworth	767	.19	5905	6414	92.06	.22	.24
Peterbilt	806	.20	5488	7372	74.44	.20	.27
Daimler-Benz Corp.	1461	.36	11832	13366	88.52	.43	.50
Volvo White	1043	.26	6532	7469	87.45	.24	.28
Western Star	78	.02	611	693	89.03	.02	.03
Other Imports	79988	19.73	528831	492215	107.44	19.32	18.27
Miscellaneous Domestic	503	.12	3298	3392	97.23	.12	.13
U. S. Total	405344		2737378	2693960	101.61		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	171088	86169	-	-	-	-	-	-
(Dodge 1)	145960	56368	-	-	-	-	-	-
Plymouth *	66740	-	-	-	-	-	-	-
Ford	465437	273548	-	-	-	5913	18727	6587
(Ford 2)	352619	87396	-	-	-	-	-	-
Chevrolet	423173	280583	16100	206	181	3638	6383	291
(Chev 3)	330225	102040	-	-	-	-	-	-
G.M.C.	96416	77595	1637	132	2232	3132	12524	4226
(G.M.C 4)	72461	24995	-	-	-	-	-	-
International	-	-	-	-	-	9505	12041	14745
Jeep	93560	9425	-	-	-	-	-	-
(Jeep 5)	76970	8494	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1355	1361	10225
Kenworth	-	-	-	-	-	-	-	5905
Peterbilt	-	-	-	-	-	-	-	5488
Daimler-Benz Corp.	-	-	-	-	-	1159	873	9800
Volvo White	-	-	-	-	-	-	575	5957
Western Star	-	-	-	-	-	-	-	611
Other Imports	518023	6157	3440	445	192	147	402	25
Miscellaneous Domestic	-	1949	-	-	-	-	70	1279
Total	1834437	735426	21177	783	2605	24849	52956	65145
1985 Total	1741690	768461	21597	543	4023	30518	45164	81964
1986 vs '85	105.33	95.70	98.06	144.20	64.75	81.42	117.25	79.48

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Rerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.

REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.

NEW IMPORTED CARS
LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	39928	.63	9884	.16
Chevrolet Spectrum	48515	.76	25508	.41
Dodge Colt	27467	.43	17067	.27
Dodge Colt Vista SW	9681	.15	5266	.08
Dodge Conquest	1650	.03	1440	.02
Plymouth Colt	25307	.40	16315	.26
Plymouth Colt Vista SW	9313	.15	5199	.08
Plymouth Conquest	1588	.02	1408	.02
AR4 Merkur	8835	.14	2761	.04
Total Domestic Sponsored Imports	172284	2.71	84848	1.37
OTHER IMPORTS				
Audi	38488	.61	43970	.71
BMW	52079	.82	49710	.80
Honda	332920	5.24	313088	5.04
Mazda	125790	1.98	100296	1.62
Mercedes Benz	50859	.80	51740	.83
Nissan	311662	4.91	297455	4.79
Subaru	101755	1.60	85253	1.37
Toyota	316506	4.98	306063	4.93
Volkswagen	121649	1.91	105903	1.71
Volvo	66557	1.05	60294	.97
Others	190779	3.00	101929	1.64
Total Other Imports	1709044	26.90	1515701	24.41
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	1881328	29.61	1600549	25.78

NEW IMPORTED LIGHT TRUCKS
LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	42218	1.54	40157	1.49
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	48749	1.78	41225	1.53
Mazda	81875	2.99	62278	2.31
Mitsubishi	17221	.63	14626	.54
Nissan	124369	4.54	151102	5.61
Subaru	1710	.06	2253	.08
Toyota	221891	8.11	206810	7.68
Volkswagen	7071	.26	10188	.38
Others	21294	.78	887	.03
Total Other Import Trucks	524180	19.15	489369	18.17
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	566398	20.69	529526	19.66

NEW DOMESTIC LIGHT TRUCKS
(0-4,000 LBS)

CHEVROLET S10	122867	4.49	124931	4.64
DODGE DAKOTA	256	.01	-	-
FORD RANGER	163775	5.98	148147	5.50
GMC S15	28284	1.03	28684	1.06

UNITED STATES SUMMARY

COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, NORTH AMERICA'S LEADING AUTOMOTIVE STATISTICIANS FOR INTERNAL USE. RE-SALE, REPUBLISHING OR SHARING PROHIBITED.

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058009
*1977	10826234	3509328
*1978	10946104	3963340
*1979	10356695	3472209
*1980	8760937	2476777
*1981	8443918	2185489
*1982	7754342	2430471
*1983	8924186	2976556
(1)1984	10128729	4048998
1985	10888608	4675192

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. 8-1-86
JULY 1986 ISSUED 09/86
(1) REVISED 10/85

New Car Buyers rate Mail Brochures as more helpful than Automotive Ads in:

TELEVISION—BY 78%

RADIO—BY 88%

MAGAZINES—BY 68%

NEWSPAPERS—BY 79%

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AUGUST
1986

pocket summary

of registrations

new cars

new trucks

COURTESY OF

R·L·POLK & CO.

POLK STATISTICS

®

NEW PASSENGER CAR REGISTRATIONS - MONTH

MAKES	AUGUST		% '86 VS '85	% IND	
	1986	1985		1986	1985
A.M.C.	5520	9721	56.78	.62	1.05
(Alliance)	3349	5291	63.30	.38	.57
(Encore)	1802	3534	50.99	.20	.38
(Eagle)	369	896	41.18	.04	.10
CHRYSLER	28820	31795	90.64	3.22	3.43
(Laser)	2343	3751	62.46	.26	.41
(Le Baron/GTS)	12650	14472	87.41	1.42	1.55
(E/NY/5 AV)	13827	13572	101.88	1.54	1.47
DODGE	43497	39374	110.47	4.87	4.26
(Daytona)	3408	3869	88.08	.38	.42
(Colt/Vista/Conq)	5749	4063	141.50	.64	.44
(Omni/Shadow)	16325	8207	198.92	1.83	.89
(Aries)	6845	11743	58.29	.77	1.27
(Lancer)	3980	4628	86.00	.45	.50
(600)	4505	4080	110.42	.50	.44
(Diplomat)	2685	2784	96.44	.30	.30
PLYMOUTH	32612	29194	111.71	3.65	3.15
(Colt/Vista/Conq)	5248	3869	135.64	.59	.42
(Horizn/Sundance)	16525	8842	186.89	1.85	.95
(Reliant)	7511	12925	58.11	.84	1.39
(Caravelle)	2042	2392	85.37	.23	.26
(Gran Fury)	1286	1166	110.29	.14	.13
CHRYSLER CORP	104929	100363	104.55	11.74	10.84
FORD	106193	99966	106.23	11.88	10.80
(Escort)	30664	32245	95.10	3.43	3.50
(Mustang)	15198	11689	130.02	1.70	1.26
(Tempo)	20513	18100	113.33	2.30	1.95
(Taurus)	17405	-	-	1.95	-
(LTD/Crn Vict)	11287	24110	46.81	1.26	2.60
(T'Bird)	11126	13822	80.49	1.24	1.49
LINCOLN	12381	13392	92.45	1.39	1.45
(Mark VII)	1634	1770	92.32	.19	.20
LN-Merkur	1310	963	136.03	.15	.10
MERCURY	38589	43623	88.46	4.31	4.71
(Lynx)	5090	7224	70.46	.57	.78
(Capri)	1162	1474	78.83	.13	.16
(Topaz)	5013	4250	117.95	.56	.46
(Sable)	6137	-	-	.69	-
(Marq/Gr Marq)	10358	19463	53.22	1.16	2.10
(Cougar)	10829	11212	96.58	1.20	1.21
LINC/MERC. DIV.	52280	57978	90.17	5.85	6.26
FORD MOTOR CO.	158473	157944	100.33	17.73	17.06
BUICK	58830	71113	82.73	6.58	7.68
(Skyhawk)	5749	7335	78.38	.64	.79
(Somerset/Skylrk)	8492	3402	249.62	.95	.37
(Century)	18468	21870	84.44	2.06	2.36
(Regal)	5437	10792	50.38	.61	1.17
(Riviera)	2745	4848	56.62	.31	.52
CADILLAC	20809	27464	75.77	2.33	2.97
(Cimarron)	1877	1890	99.31	.21	.20
(Eldorado)	1921	4905	39.16	.21	.54
(Seville)	1489	2442	60.97	.17	.26
CHEVROLET	129826	142337	91.21	14.53	15.36
(Chevette)	3847	11867	32.42	.43	1.28
(Celebrity)	29785	33689	88.41	3.34	3.63
(Cavalier)	25685	32633	78.71	2.87	3.52
(Camaro)	12689	21482	59.07	1.42	2.32
(Corvette)	2226	3053	72.91	.25	.33
(Monte Carlo)	8727	8389	104.03	.98	.91
OLDSMOBILE	77689	88729	87.56	8.69	9.58
(Firenza)	2294	3120	73.53	.26	.34
(Calais)	9535	4845	196.80	1.07	.52
(Cutlass Ciera)	24397	28372	85.99	2.72	3.07
(Cutlass)	12307	18721	65.74	1.38	2.02
(Toronado)	1252	2895	43.25	.14	.31
PONTIAC	64163	61127	104.97	7.18	6.60
(1000)	1347	1756	76.71	.15	.19
(Sunbird)	8132	8936	91.00	.91	.96
(Grand Am)	13408	2119	632.75	1.50	.23
(6000)	18179	15274	119.02	2.03	1.65
(Bonneville)	2753	4466	61.64	.31	.48
(Firebird)	7675	9084	84.49	.86	.98
(Fiero)	5473	7947	68.87	.61	.86
GEN. MTRS CORP.	351317	390763	89.91	39.31	42.19
Misc. Domestic	8	30	26.67	-	-
Other Import	273443	267238	102.32	30.60	28.86
U.S. TOTAL	893690	926059	96.50		

NEW PASSENGER CAR REGISTRATIONS - YEAR TO DATE

MAKES	YEAR TO DATE		% '86 VS '85	% IND		YEAR END 1985
	1986	1985		1986	1985	
A.M.C.	46152	86460	53.38	.64	1.21	128310
(Alliance)	31486	46433	67.81	.44	.65	73472
(Encore)	9580	31583	30.33	.13	.44	41534
(Eagle)	5086	8444	60.23	.07	.12	13312
CHRYSLER	231712	243646	95.10	3.20	3.42	371292
(Laser)	19807	36599	54.12	.27	.51	50870
(Le Baron/GTS)	109200	103141	105.87	1.51	1.45	154217
(E/MY/S RV)	102705	103906	98.84	1.42	1.46	166205
DODGE	326894	323969	100.90	4.51	4.53	478037
(Daytona)	26884	34422	78.10	.37	.48	48784
(Colt/Vista/Conq)	44547	27836	160.03	.61	.39	52282
(Omni/Shadow)	96031	91930	104.46	1.33	1.28	127241
(Aries)	66575	77162	86.28	.92	1.08	114289
(Lancer)	31260	29836	104.77	.43	.42	47325
(600)	42696	37913	112.62	.59	.53	54681
(Diplomat)	18901	24870	76.00	.26	.35	33435
PLYMOUTH	268899	254354	105.72	3.71	3.57	373209
(Colt/Vista/Conq)	41458	26791	154.74	.57	.38	48952
(Horizn/Sundance)	104296	98199	106.21	1.44	1.38	135366
(Reliant)	87559	92807	94.35	1.21	1.30	137213
(Caravelle)	25372	23834	106.45	.35	.33	35501
(Gran Fury)	10216	12723	80.30	.14	.18	16177
CHRYSLER CORP.	827505	821969	100.67	11.42	11.52	1222538
FORD	889475	913873	97.33	12.28	12.81	1364829
(Escort)	265204	272604	97.29	3.66	3.83	425347
(Mustang)	118661	106944	110.96	1.64	1.50	157357
(Tempo)	168891	192215	87.87	2.33	2.69	278475
(Taurus)	127849	-	-	1.76	-	1653
(LTD/Crn Vict)	114899	236215	48.64	1.59	3.31	345641
(T'Bird)	93971	105895	88.74	1.30	1.48	156356
LINCOLN	101276	104578	96.84	1.40	1.47	164295
(Mark VII)	13287	13685	97.09	.19	.20	20401
X84 Merkur	10145	3724	272.42	.14	.05	8063
MERCURY	319101	348981	91.44	4.40	4.89	515895
(Lynx)	44244	53044	83.41	.61	.74	83620
(Capri)	8369	10450	80.09	.12	.15	15632
(Topaz)	43003	51481	83.53	.59	.72	73554
(Sable)	56009	-	-	.77	-	879
(Marq/Gr Marq)	87095	151817	57.37	1.20	2.13	223656
(Cougar)	80381	82189	97.80	1.11	1.15	118554
LINC/MERC DIV.	430522	457283	94.15	5.94	6.41	688253
FORD MOTOR CO.	1319997	1371156	96.27	18.22	19.22	2053082
BUICK	488539	573827	85.14	6.74	8.04	851031
(Skyhawk)	47425	60368	78.56	.65	.85	85411
(Somerset/Skylrk)	79992	60602	132.00	1.10	.85	93254
(Century)	152982	145121	105.42	2.12	2.02	233268
(Regal)	52412	71071	73.75	.72	1.00	114047
(Riviera)	12444	34371	36.20	.17	.48	48891
CADILLAC	184759	196904	93.83	2.55	2.76	301228
(Cimarron)	14684	14033	104.64	.21	.20	22768
(Eldorado)	13924	43863	31.74	.19	.61	60754
(Seville)	10254	21213	48.34	.14	.30	29986
CHEVROLET	1143164	1087485	105.12	15.76	15.25	1658768
(Chevette)	45282	81715	55.41	.62	1.15	129007
(Celebrity)	267706	231583	115.60	3.69	3.25	360963
(Cavalier)	262270	283985	92.35	3.62	3.98	419697
(Camaro)	119759	177737	67.38	1.65	2.49	245879
(Corvette)	22796	25804	88.34	.31	.36	38042
(Monte Carlo)	207118	174848	94.48	2.88	1.05	111169
OLDSMOBILE	694023	712571	97.40	9.58	9.99	1067801
(Firenza)	24319	36179	67.22	.34	.51	49780
(Calais)	79981	77267	103.51	1.10	1.08	122561
(Cutlass Ciera)	214452	215461	99.53	2.96	3.03	329934
(Cutlass)	139634	142936	97.69	1.93	2.00	218881
(Toronado)	9048	23176	39.04	.12	.32	32879
PONTIAC	559809	500687	111.81	7.73	7.02	785098
(1000)	12637	14583	86.66	.17	.20	22239
(Sunbird)	75156	77298	97.23	1.04	1.08	115183
(Grand AM)	132055	60721	217.48	1.84	.85	116535
(6000)	121999	100697	121.15	1.68	1.43	162828
(Bonneville)	27747	34470	80.50	.38	.48	52739
(Firebird)	65195	70601	92.34	.90	.99	100049
(Fiero)	46596	63560	73.31	.64	.89	90421
GEN. MTRS CORP.	3070294	3071474	99.96	42.36	43.06	4564006
Misc. Domestic	60	161	37.27	-	-	248
Other Import	1982487	1782939	111.19	27.36	24.99	2820416
U.S TOTAL	7246495	7134159	101.57			10888600

UNITED STATES SUMMARY

(Memo Total) - Included in Make Total

NEW TRUCK REGISTRATIONS

MAKES	AUGUST	% IND	YEAR TO DATE		% '86 VS '85	% IND	
	1986		1986	1985		1986	1985
Dodge	35251	8.89	292508	347415	84.20	9.33	11.23
Plymouth	6908	1.74	73648	72361	101.78	2.35	2.34
Ford	114075	28.77	884287	826981	106.93	28.21	26.71
Chevrolet	99475	25.09	830030	826010	100.49	26.49	26.70
G.M.C.	27293	6.88	225187	228505	98.55	7.19	7.39
International	6886	1.74	43177	47131	91.61	1.38	1.52
Jeep	14485	3.65	117470	106335	109.85	3.75	3.46
Mack/Midliner	1591	.40	14532	20662	70.33	.46	.67
Kenworth	1012	.26	6917	6874	100.53	.22	.22
Peterbilt	1026	.26	6514	8057	80.85	.21	.26
Daimler-Benz Corp.	1043	.26	12875	14891	86.46	.41	.48
Volvo White	629	.16	7161	8368	85.58	.23	.27
Western Star	49	.01	666	791	84.20	.02	.03
Other Imports	86365	21.78	615196	575129	106.97	19.63	18.59
Miscellaneous Domestic	431	.11	3729	3869	96.38	.12	.13
U. S. Total	396519		3133897	3093979	101.29		

TRUCKS BY WEIGHT GROUPS-YEAR TO DATE

MAKES	GVW 1 0-6	GVW 2 6-10	GVW 3 10-14	GVW 4 14-16	GVW 5 16-19.5	GVW 6 19.5-26	GVW 7 26-33	GVW 8 33 & OVER
Dodge	193274	99234	-	-	-	-	-	-
(Dodge 1)	164249	63604	-	-	-	-	-	-
Plymouth *	73648	-	-	-	-	-	-	-
Ford	535704	313281	-	-	-	7135	20766	7401
(Ford 2)	404141	99639	-	-	-	-	-	-
Chevrolet	479481	319289	18680	254	199	4609	7187	331
(Chev 3)	372968	117258	-	-	-	-	-	-
G.M.C.	109301	88593	1864	151	2759	3941	13625	4953
(G.M.C 4)	82000	29061	-	-	-	-	-	-
International	-	-	-	-	-	12808	13899	16470
Jeep	107005	10465	-	-	-	-	-	-
(Jeep 5)	88018	9431	-	-	-	-	-	-
Mack/Midliner	-	-	-	-	-	1526	1549	11457
Kenworth	-	-	-	-	-	-	-	6917
Peterbilt	-	-	-	-	-	-	-	6514
Daimler-Benz Corp.	-	-	-	-	-	1328	986	10561
Volvo White	-	-	-	-	-	-	607	6554
Western Star	-	-	-	-	-	-	-	666
Other Imports	602981	6892	3877	513	208	204	491	30
Miscellaneous Domestic	-	2212	-	-	-	-	77	1440
Total	2101394	839966	24421	918	3166	31551	59187	73294
1985 Total	1996748	887695	24979	607	4640	36972	51306	91032
1986 vs '85	105.24	94.62	97.77	151.24	68.23	85.34	115.36	80.51

(Memo Total)-To be included in GVW 1,2 & 3

1 Includes Mini Ram, Ram Van, Ramcharger, Ram 50, Dakota, Caravan, Ram Wagon and Raider
2 Includes Ranger, Bronco, Vans and Aerostar
3 Includes El Camino, Blazer, S10, Vans and Astro
* Plymouth Includes Voyager
4 Includes Vans, Caballero, Jimmy, S15 and Safari
5 Includes Wrangler/CJ's, Cherokee, Wagoneer and Scrambler

Manufacturers' Sales Records are used in compiling Oklahoma in 1985 and 1986.
REGISTRATIONS FOR THE STATE OF MASSACHUSETTS ARE TEMPORARILY DELAYED.
REGISTRATIONS FOR THE STATE OF UTAH ARE TEMPORARILY DELAYED.

NEW IMPORTED CAR LEADING MAKES

MAKES	YEAR TO DATE 1986		YEAR TO DATE 1985	
	UNITS	% OF INDUSTRY	UNITS	% OF INDUSTRY
DOMESTIC SPONSORED IMPORTS				
Chevrolet Sprint	44963	.62	12294	.17
Chevrolet Spectrum	55825	.77	30481	.43
Dodge Colt	31579	.44	19717	.28
Dodge Colt Vista SW	11107	.15	6440	.09
Dodge Conquest	1861	.03	1679	.02
Plymouth Colt	29085	.40	18832	.26
Plymouth Colt Vista SW	10598	.15	6302	.09
Plymouth Conquest	1773	.02	1657	.02
XR4 Merkur	10145	.14	3724	.05
Total Domestic Sponsored Imports	196936	2.72	101126	1.42
OTHER IMPORTS				
Audi	42944	.59	51681	.72
BMW	59877	.83	58607	.82
Honda	381743	5.27	356031	4.99
Mazda	142548	1.97	119112	1.67
Mercedes Benz	57250	.79	59867	.84
Nissan	360908	4.98	353232	4.95
Subaru	115354	1.59	101397	1.42
Toyota	371405	5.13	365657	5.13
Volkswagen	139090	1.92	125098	1.75
Volvo	77601	1.07	71256	1.00
Others	233767	3.23	121001	1.70
Total Other Imports	1982487	27.38	1782939	24.99
	-	-	-	-
GRAND TOTAL ALL IMPORT CARS	2179423	30.08	1884065	26.41

NEW IMPORTED LIGHT TRUCKS LEADING MAKES (0-10,000 LBS)

DOMESTIC SPONSORED IMPORTS				
Dodge RAM 50	47351	1.51	44625	1.44
Dodge RAIDER				
OTHER IMPORTS				
Isuzu	55678	1.78	48514	1.57
Mazda	95346	3.04	72826	2.35
Mitsubishi	19481	.62	16712	.54
Nissan	144805	4.62	172908	5.59
Subaru	2141	.07	2675	.09
Toyota	259276	8.27	245087	7.92
Volkswagen	8130	.26	12072	.39
Others	25036	.80	962	.03
Total Other Import Trucks	609873	19.46	571856	18.48
	-	-	-	-
GRAND TOTAL ALL IMPORT TRUCKS	657224	20.97	616481	19.93

NEW DOMESTIC LIGHT TRUCKS (0-6,000 LBS)

CHEVROLET S10	137807	4.40	138448	4.47
DODGE DAKOTA	1074	.03	-	-
FORD RANGER	185956	5.93	163812	5.29
GMC S15	31815	1.02	31899	1.03

UNITED STATES SUMMARY

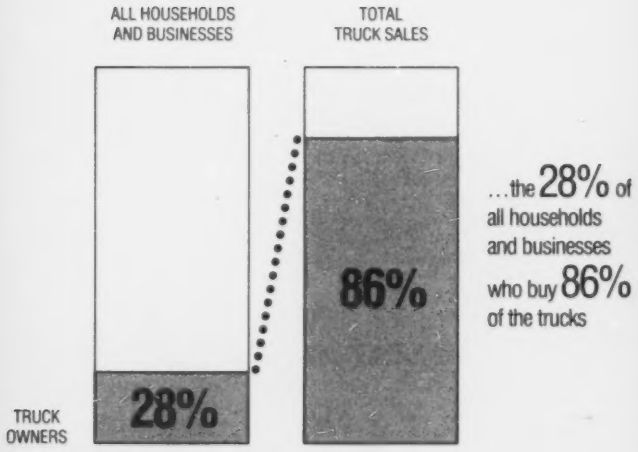
"COMPILED FROM OFFICIAL STATE RECORDS BY R. L. POLK & COMPANY, ADAPTED TO IMPORTERS FOR INTERNAL USE. NO SALE, REPRODUCTION OR DISTRIBUTION PROHIBITED."

NEW VEHICLE REGISTRATIONS-UNITED STATES
CALENDAR YEAR TOTALS

YEAR	CARS	TRUCKS
*1976	9751585	3058000
*1977	10026234	3509328
*1978	10945154	3863340
*1979	10356695	3472208
*1980	8758937	2476177
*1981	8443918	2195489
*1982	7754342	2430471
*1983	8924106	2870556
(1)1984	10128729	4048990
1985	10888808	4875102

TOTALS INCLUDE ALASKA & HAWAII
*OKLAHOMA NOT AVAILABLE
R. L. POLK & CO. E 1-86
AUGUST 1986 ISSUED 10/86
(1) REVISED 10/86

CUT STRAIGHT TO THE HEART OF THE NEW TRUCK MARKET...


ALL HOUSEHOLDS AND BUSINESSES
TOTAL TRUCK SALES
86%
28%
TRUCK OWNERS
...the 28% of all households and businesses who buy 86% of the trucks

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